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Incorporating CTW

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Retail may have snubbed the big London conference. But they missed plenty
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SPECIAL REPORT

Games-on-demand a reality

Special MCV report looks at looming developments within home entertainment that will allow broadband users to instantly access new and catalogue PC titles ● Intel and Tesco reveal their intentions, whilst new names Infinium Labs and Metaboli also look to carve a niche

by Stuart Dinsey

AS SONY and Microsoft talk up the online and community aspects of their next-gen systems, *MCV* can this week reveal *four* major new initiatives that could soon be casting a shadow over the traditional High Street sales model.

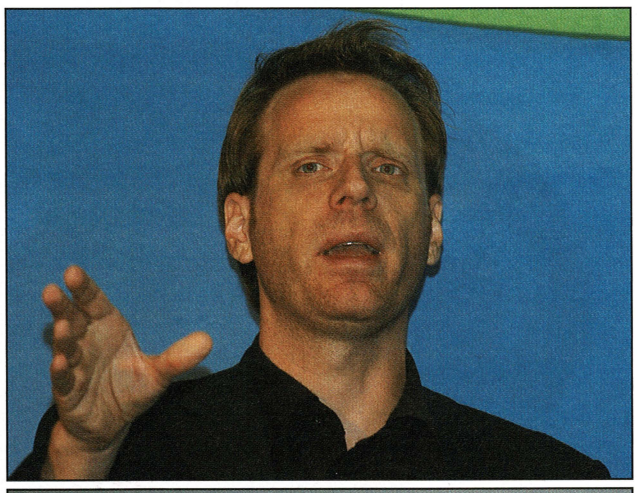
Games-on-demand services or initiatives are being planned by Tesco and Intel. Infinium Labs will launch its proprietary PC set-top box into Europe by next summer and a new high profile service from ambitious outfit Metaboli actually launches today (Friday July 1st).

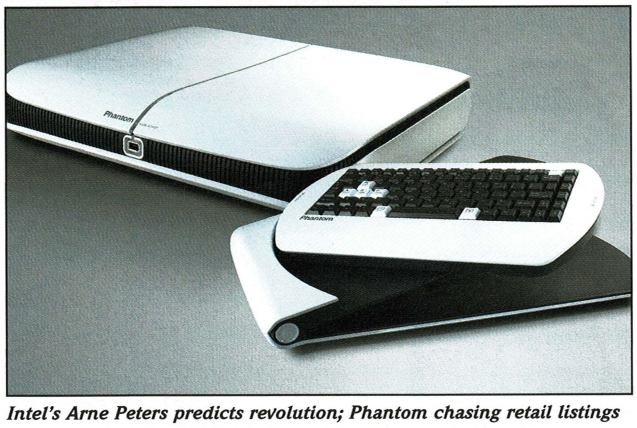
When discussing PlayStation 3 and Xbox 360 over the next five years, leading executives from both Sony and Microsoft have been quick to play up the importance they see in their machines' online features.

Indeed, at the recent Games Summit in London, both format owners outlined their vision of a connected future, where consumers can download free or paid content (*MCV 24/6 and see report on pages 15-16).*

At the same event, Intel's head of consumer Arne Peters revealed that entertainment PCs would be launched in the first half of next year from the likes of Samsung and Dell.

These will boast DVD-player cosmetics and look for a place in the living rooms of wi-fi broadband homes, providing the perfect hardware offering to advance media centres and online games services.





Intel's Arne Peters predicts revolution; Phantom chasing retail listings

Those services will range from the download game store within Tesco's website to new branded services such as Metaboli – which is offering access to 45 new PC titles for just £12.95 a month.

Infinium, meanwhile, is already talking to retail about its launch *(see story, bottom right).*

"Sony and Microsoft have new consoles, but PC will remain the leading platform for online gaming," said Intel's Peters. "Entertainment PCs, connected to broadband, will take us into the living room."

Intel will invest in marketing programmes to support the concept of the digital home.

"New machines will be high-end PCs that can sit comfortably under the TV and work in a wi-fi environment," added Peters.

"There is a revolution coming for home entertainment."

Every little download helps...

by Neil Long

TESCO **IF THERE** is to be a revolution in how games reach consumers, supermarket giant Tesco intends to play a central part.

It will offer more than music via tescodownloads.com. First up are music videos, followed by movies and software.

"It is our policy to follow the customer, so when broadband take-up is significant enough and people have the capability to download quickly and easily, we'll be looking to offer larger files to download," it told *MCV.*

Tesco already has a ten per cent share of the UK's music download market, in addition to its High Street strength.

Metaboli: First of a new breed

A GAMES-on-demand service which has already found success in France launches into the UK this weekend.

Publishing partners include Atari, Ubisoft and Microsoft.

Two online packages are available, one offering access to 45 latest PC releases for £12.95 per month. Titles go live three months after retail.

Phantom set-top targets UK

Proprietary games box offers PC titles direct to home

by Ben Parfitt

RETAIL will play its part in the roll-out of the first proprietary games-on-demand home system, with launch looking set for summer next year.

MCV understands that executives from manufacturer Infinium Labs have already begun discussions with potential retail partners, including High Street and online stores.

The Phantom set-top gives access to 1,000 PC games.

Around 20 publishers have apparently signed up, including Codemasters and VU Games.

"No publisher or developer that we have so far approached with the Phantom has said no to signing up to our service," an insider told *MCV* last week.

Infinium Labs may preview Phantom to the trade at Games Market Europe in London.

REGULARS: Appointments 22 ● Retail Only 27 ● Recommended 28 ● New Releases 34 ● Charts 37 ● Off The Record 50

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DJ bets on the Frog having legs

Digital Jesters wins big name battle for games rights ● Threatens to dominate charts for years to come

by Ben Parfitt

DIGITAL JESTERS has fought off rival bids from the likes of Sega and Midway to snap up worlwide games rights (excluding GBA) to *Crazy Frog*.

The UK publisher has signed a deal with licensing company Wallaroo that will see the it developing and publishing a series of games worldwide across various platforms, starting with an arcade racing title. German publisher DTP snagged the Game Boy Advance rights last week.

"This is the deal everyone wanted," commented Digital Jester's Leo Zullo. "Given the competition, we're obviously proud to have secured this deal. We're working with Wallaroo to capitalise on the colossal success of the ubiquitous character. We've continually hinted that big things were just around the corner at Digital Jesters and they don't get much bigger than this."

An arcade racing game will be Digital Jester's first Crazy Frog title

Wallaroo director Stefan Heinemann added: "Out of everyone we were discussing the deal with, only Digital Jesters showed the passion, excitement and enthusiasm we demand from our partners. Our *Crazy Frog* activity has literally only started and we'll be building the franchise with our various licensees over the coming months and years. We're confident Digital Jesters will ensure *Crazy Frog* dominates the games charts this Xmas and years to come."

The Crazy Frog has become the unlikely multimedia brand sensation of the year, with a blanket bombing-style TV ad campaign extending its reach from mobile phone ringtones and wallpapers to the top of the pop charts and, pretty soon, the heart of the games market. You've been warned.

● *www.dijitaljesters.com*

DS hits a million

NINTENDO DS continues to go from strength to strength – with European sales hitting one million.

The milestone comes after *MCV* revealed UK sales had broken the 250,000 mark since the March 11th launch. Global sales stand at over five million.

● *Nintendo: 01753 472765*

THQ Dreams on

THQ is lining up Disney's *Cinderella Magic Dreams* for release on Game Boy Advance this autumn.

Having licensed the title from Buena Vista Games, THQ will release the title to coincide with the roll-out of the DVD Platinum edition of Disney's *Cinderella*.

● *THQ: 01483 767656*

Charts could be a fine thing

THE UK games trade will get its first Top 40 All Formats poster chart for nearly 10 years as of next Friday.

Not since *MCV* predecessor *CTW* stopped publishing a weekly chart for in-store display back in 1996 has there been a poster promoting the UK's biggest games to consumers and store staff alike. The 'Charts could be a fine thing' headline was controversially phased out three years later.

MCV invested in an exclusive trade licence for the ELSPA-owned games charts last year and already publishes several pages of charts every week, plus exclusive Indie Retail Charts supplied by Complete EPOS Solutions.

"*MCV* is the only trade publication that genuinely hits every indie, chain branch manager and retail games buyer. As a weekly, we are also the only title that can offer up to date sell-in information and product news," said *MCV* publisher Stuart Dinsey.

"This poster chart will also aid both trade and consumer awareness of the UK chart and forthcoming releases. We're delighted to have added yet another feature based on the magazine's unrivalled circulation and influence."

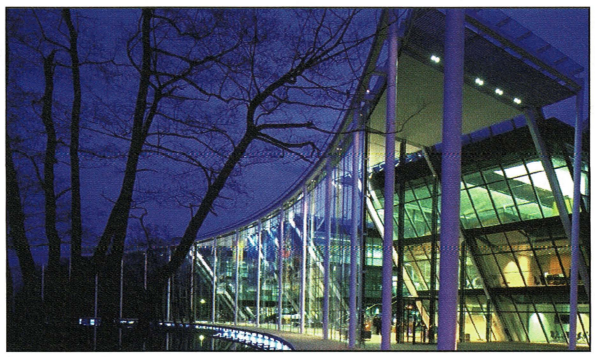
Every UK subscriber will receive the poster chart in their issue each week, from Friday July 8th. This includes over 5,000 retail readers, from an ABC-audited total circulation in excess of 10,000.

● *Intent Media: 01992 535646*

New Swiss HQ for EA Europe?

ELECTRONIC ARTS is offering no official words as yet on growing rumours that it is about to shift its European HQ from the UK to Geneva, Switzerland.

It will retain its iconic, lakeside Chertsey office, but, according to sources close to the publisher, it plans to devote more space to developers as it expands its UK studio – possibly even moving the recently acquired Criterion team in as well, rather than leave it in a separate location not 20 miles up the road.



It isn't clear how many jobs will be affected, but a major shift of power could be a blow to the UK's status as the fulcrum of the European industry. The move is said to be scheduled for summer '06.

● *EA: 01932 450 000*

Play turns up the heat, indies wilt

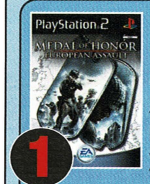
PLAY.COM has launched its summer sale and once again indies have been left wondering how they can compete.

Amongst the deals on offer are bargains such as *Championship Manager 5* on the PC for £9.99, *Transformers* on PS2 for £9.99 and *Full Spectrum Warrior* on Xbox for £9.99.

Play.com's games manager Gian Luzio said: "Massive discounting takes place on the High Street, as well. It's just much easier to go to Play.com."

● *www.play.com*

SELL-THROUGH TOP 10



Week ending June 25th
Source: ELSPA/ChartTrack

1. ***MOH: EUROPEAN ASSAULT*** EA, XBOX, PS2, GC
2. *BATTLEFIELD 2*, PC ..... EA
3. *JUICED* PS2, XBOX, PC ..... THQ
4. *DESTROY ALL HUMANS* PS2, XBOX ..... THQ
5. *GTA: SAN ANDREAS* PS2, XBOX PC ..... ROCKSTAR
6. *TEKKEN 5* PS2 ..... SONY
7. *STAR WARS III* PS2, XBOX DS, GBA ..... LUCASARTS
8. *BATMAN BEGINS* PS2, XBOX, GC, GBA ..... EA
9. *LEGO STAR WARS* PS2, XBOX PC, GBA ..... EIDOS
10. *CONKER: LIVE & RELOADED* XBOX ..... MICOROSFT

Source: ELSPA/ChartTrack

INDIE ALL FORMATS TOP 10

Week ending June 25th
Source: GameGuide/Complete EPOS

1. ***BATTLEFIELD 2*** EA, PC
2. *JUICED*, PS2 ..... THQ
3. *TEKKEN 5*, PS2 ..... SONY
4. *MEDAL OF HONOR: EUROPEAN ASSAULT*, PS2 ..... EA
5. *DESTROY ALL HUMANS*, PS2 ..... EA
6. *GTA: SAN ANDREAS*, XBOX ..... ROCKSTAR
7. *DESTROY ALL HUMANS*, XBOX ..... EA
8. *DYNASTY WARRIORS 5*, PS2 ..... KOEI
9. *CONKER LIVE & RELOADED*, XBOX ..... MICROSOFT
10. *JUICED*, XBOX ..... THQ

Charts compiled by Game Guide/Complete EPOS Solutions.

PRE-ORDERS TOP 10

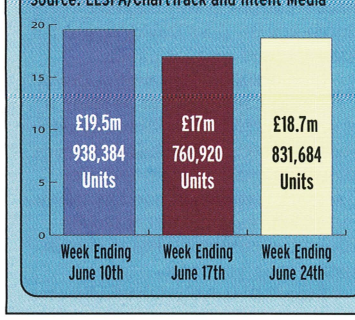
Week ending June 25th
Source: Amazon.co.uk

1. ***CRICKET 2005*** EA, PS2, PC, XBOX
2. *GOD OF WAR* PS2 ..... SONY
3. *FORMULA ONE 05* PS2 ..... SONY
4. *HALO 2 MULTIPLAYER MAPS* XBOX .... MICROSOFT
5. *THE SIMS 2: NIGHTLIFE* PC ..... EA
6. *GTA: LIBERTY CITY STORIES* PS2, ... ROCKSTAR
7. *B. LARA CRICKET* PS2, PC, XBOX ... CODEMASTERS
8. *AREA 51* PC ..... MIDWAY
9. *ROME: TOTAL WAR: BARBARIAN* PC .... ACTIVISION
10. *PERFECT ACE 2* PS2 ..... OXYGEN

Source: Amazon.co.uk

MARKET VALUE

Total UK Software Sales
Source: ELSPA/ChartTrack and Intent Media



COMMENT

When love breaks down

THE RELATIONSHIP between games suppliers and retailers is surely at its lowest ebb.

Sony has had to go to court to stop stores from importing PSPs, whilst publishers and peripherals companies alike complain about the money-grabbing tactics of dubious 'trade marketing' campaigns and one-sided buying negotiations.

To cap this, not a single retailer turned up at the recent London conference looking at the business.

This was no boondoggle. Grandly named yes, but the International Games Summit had big names.

And when it came to games on demand, online communities and supply chains, the room was all ears.

One wag suggested that perhaps the retailers had expected someone to pay for them to attend, thus the no-show. Unfair, but typical of today's 'them against us' atmosphere.

"Will retailers care that we are here discussing the industry and they are not? Do they even need to care? No matter who goes bust, someone else will come along and they'll sell that company's stuff

Retailers should be disturbed - publishers are being more critical of how the High Street works than ever before

instead," said Sony Computer Entertainment UK boss Ray Maguire at a big knobs panel session.

"And what is the industry anyway? Is it producers and developers, the people that make products that engage consumers to drive demand, or is it suppliers and retailers?"

Maguire wasn't necessarily slamming retail, he was noting that retail has a different outlook. They see today, not tomorrow.

Yet, given the direction that home entertainment would appear to be heading, thanks as much to home broadband as next-gen consoles or fancy PCs, surely retail must react.

And it will, of course. Online retailers will use service and brand. Tesco (*see cover story*) knows this. And stores will always sell physical hardware and boxed software.

I would still be a little disturbed if I were a retailer and heard publishers being so critical so often, and then saw them cuddling up to download services, from debutants like French outfit Metaboli to the formidable Xbox Live Marketplace.

"The MD of Apple was telling me the other day about the poor retail service culture in this country," said Nintendo's UK boss David Yarnton, aside Maguire on that panel.

"Retailers must be careful. Online is allowing consumers to become a lot smarter. The High Street could disappear unless they become more innovative and service orientated."

A stark warning, echoed by many. And whilst revolution may not be around the corner, it always comes quicker than you think.

Stuart.Dinsey@intentmedia.co.uk

Retail defiant over PSP ruling

Sony wins an injunction against ElectricBirdLand ● But retailers and distributors still importing PSPs

by Ben Parfitt

RETAILERS and distributors across the UK are continuing to sell imported Sony PSPs despite Sony's recent legal moves against importers.

Earlier this week (June 27th) Sony won a temporary injunction against online retailer ElectricBirdLand forcing it to cease selling PSP hardware and software whilst legal proceedings continue.

But it would appear that the ruling hasn't put off retailers looking to cash in on the demand for the Sony handheld.

"Everyone's still selling them. No one's scared," a source at a UK distributor told *MCV*. "Sony is trying to use scare tactics to frighten us off, but all that most companies are frightened of is missing out on vital sales throughout the quiet summer.

Can Sony really stop the sale of imported PSPs in the UK?

"Without being able to sell imported PSPs I would be dead and buried by now. I know for sure I make more from a Japanese machine than I will from the official UK stock - and that's presuming I even get any UK stock."

Independent retailers too are bullish about Sony's stance. Out of all the UK indies *MCV* contacted only one had decided to pull stock.

"I haven't taken any notice of the news about ElectricBirdLand," a London retailer told *MCV*. "I haven't heard anything and I haven't looked into it. I've sold over 600 PSPs in six months."

ElectricBirdLand boss Dan Morelle argued in court that not only did Sony have no legal standing to prevent the sale of "trademarks that it had failed to register in Europe", but also that his company had sold £11,000 worth of PSP units to Sony companies. Morelle was also involved in a heated exchange outside the courtroom in response to "intimidating men" allegedly upsetting his heavily pregnant wife at their family home.

Morelle is currently preparing witness statements for his defence which will be filed on July 18th.

However, getting hold of stock has become a problem. A contact at Hong Kong-based website Play Asia revealed: "Unfortunately the distributor of this item has imposed shipping limitations on all official accessories, consoles and games, which means for the time being we are not able to ship those items to some destinations including the UK."

● *www.yourpsp.com*

Gem moves fast to reassure trade over Conker pack error

A MICROSOFT blunder has resulted in all UK launch day copies of *Conker Live and Reloaded* carrying incorrect packaging.

Only days before launch, Microsoft realised that all units were marked with 'Not for supply in the UK' on the back cover. With the only other option being to delay the UK release, Microsoft chose to place a sticker over the text.

Some stores were concerned that the stock they received was grey, but Gem's Dean Van Velsen has reassured the trade: "The stock is official Microsoft so retailers should not be concerned. We should have communicated this and apologise if we did not."

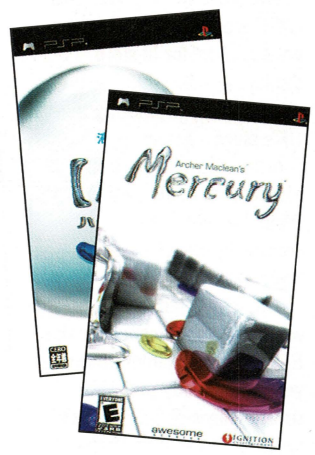
● *www.conker.xbox.com*

Mercury rising in Japan

UK PUBLISHER Ignition Entertainment has scored a major coup, with Sony picking up its PSP puzzler *Mercury* for a Japanese release.

It is only the second time that SCEJ has signed a Western-developed title for first party publishing and is a resounding feather in the cap for Ignition. The game, set to be renamed *[Hg] Hydrium* in Japan, requires players to guide realistically modelled blobs of mercury around increasingly intricate 3D mazes. Although the title will receive a slight reworking, none of the core gameplay or level design is to be altered.

"The Sony Japan deal is a huge endorsement for *Mercury* and proof of its universal appeal.



"We've always believed in the concept; that it's been realised to such universal acclaim is confirmation of the ongoing importance of the brand to Ignition," said the firm's Peter Rollinson.

● *www.ignitionent.com*

Countdown to Festival begins

ANYONE looking to attend this year's Edinburgh Interactive Entertainment Festival has got two weeks to make the most of early bird registration discounts.

The doors close on delegate prices from just £165 as of Friday July 15th, and those that do go along are promised an impressive set of speakers and exhibitors from the giants of the industry.

Nintendo, Microsoft Xbox, BT, Nokia N-Gage, GAME and Nvidia are all backing the event, which looks to provide 'a forum to debate the evolution, convergence and impact of interactive entertainment on popular culture'.

● *www.eief.co.uk*

INDUSTRY OPINION

Are you concerned about the impending arrival of downloadable games services having a serious impact on High Street sales?

Tim Ellis, HMV

"Industry commentators have been saying this about music for a few years now, but, if anything, album sales have gone up despite the growing popularity of downloading. What's often overlooked is that people enjoy the whole experience of going in-store and buying games. And what about games bought as gifts?"

Chris Ratcliff, Complete Epos Solutions

"Sky movies have not dented the demand for the sale or rental of DVDs and has actually invigorated cinemas who are today enjoying unprecedented numbers of customers.

I have my water, gas and electricity piped to my house, but I still buy bottled water, gas and batteries from retailers."

Kevin Norwood, Software Store

"In time it will be a huge threat. We expect that PS4 and Xbox 3 will have fully downloadable content for most new releases, which will bypass and harm retail. It's understandable given the savings that could be made by the publisher. This is not imminent, although you have downloadable content for *Halo 2*, for example."

Daniel Himsworth, Woolworths

"At Woolworths, we believe that there will always be a place for traditional retail within computer games; that's why we're continually trying to grow our business in that area. We've seen a great amount of music downloading, but this doesn't mean music retail is doing badly, it just has to change to meet the needs of the market."

Retail ponders space and time

New formats will see games expand within generalist outlets ● But older platforms will be phased out

by Ben Parfitt

ANALYST SUGGESTIONS that shelf space devoted to games could grow by 50 per cent by 2007 have been met with caution by UK retailers.

The report, by Forbes, claimed that the launch of new hardware would result in a huge expansion of the amount of store space retailers will devote to games products. However, UK retailers, whilst optimistic of continued growth in the industry, are not all so sure.

"We've had huge success driving the games category forward, which has led to Tesco making a substantial commitment to allocating new space for games over this year," offered a Tesco spokesperson.

"We will always be led by our customers, but as video games become more popular we will continue to invest in more space."

Shelf space will become an issue as new formats arrive

"Gaming is the fastest growing and most exciting sector in entertainment retail at the moment," added Gerry Berkley of Woolworths. "If games continue to grow in popularity and sales, then it is inevitable that retailers are going to dedicate more space to it to maximise their returns.

"However, having more formats does not guarantee more space. Inevitably new launches will impact on space for older formats."

HMV's Gennaro Castaldo believes that a commitment to other lines means that growth in the video games market will not necessarily translate to an expansion in floor space.

"In our Oxford Street store we've moved games from the first to the ground floor. But whilst I'm sure we'll see a significant increase in space devoted to gaming, I doubt it will be 50 per cent."

● *www.forbes.com*

Glu lines up new WWTBAM title

GLU MOBILE is to release *Who Wants To Be A Millionaire: Celebrity Edition* on mobile phones.

The same team responsible for the standard *Millionaire* mobile game, currently the most successful mobile title in the UK, is also developing the follow-up. This *Celebrity Edition* comes complete with hundreds of themed questions.

Simon Gunning, head of licensing company Celador, commented: "*Millionaire* was one of the first TV shows to launch special celebrity editions so it seemed natural to take them onto mobile phones."

● *www.glu.com*

SONY AND NINTENDO used the recent International Games Summit to re-affirm that they are prepared to lead from the front when it comes to creating different kinds of games that have appeal outside of the traditional games enthusiast. SCE UK boss Ray Maguire (*left*) and Nintendo UK boss David Yarnton (*centre*) agreed, however, that it is harder for third party developers and publishers to take risks – though new Codemasters CEO Rod Cousens said that perhaps the only way for smaller companies like his to prosper is avoid the "stagnation" of series and sequels. And, for the record, Cousens expects Sony to launch the PS3 here in Europe in September '06. But neither Maguire nor Yarnton would offer a prediction. *For a full Games Summit report turn to pages 15 & 16.*

Growing SCi hires new US boss

INDUSTRY veteran Bill Gardner has been appointed as CEO of US Publishing and takes a seat on the management board at SCi.

Gardner moves from O3, a publishing and distribution company for independent developers, which most recently launched The Behemoth's *Alien Hominid*, published by Zoo Interactive.

His former industry experience takes in positions at Panasonic, plus a stint as president of Capcom USA. He also founded Capcom Eurosoft. Gardner will head up SCi's US publishing office in San Francisco.

CAVANAGH: Signing Bill Gardner

"We are delighted to have Bill on board, he brings with him not only a wealth of games knowledge and experience but also a great attitude and vision for the group to make some significant steps in the right direction in the US," said SCi chief executive Jane Cavanagh.

SCi last month confirmed that it would retain and further expand the former Eidos US publishing operation in San Francisco (*MCV 24/6*). Previously SCi has worked with Take 2 in the US to handle its releases Stateside.

In addition, the Britsoft firm revealed that all future releases will hit the market under the Eidos brand, although the group will continue to be known as SCi Entertainment.

● *SCi: 020 7350 5270*

Black is the new silver, says Radica

RADICA is set to launch a range of PSP accessories under a new brand name – Black.

The accessories will launch in September to coincide with the European launch of Sony's eagerly-awaited handheld.

The Black range includes: the Home Station, a PSP cradle with additional exterior speakers and battery charger; the Car Station, designed to fit into a car cup holder and allow the PSP to be viewed on the move; a Power Up Portable Power Management pack, which includes an additional battery back boosting PSP battery power by up to 300 per cent.

● *www.radicagames.com*

Newswires

Beasley gets Blitzed

UK development studio Blitz Games has retained the services of Lincoln Beasley PR during the maternity leave of current marketing manager Natalie Griffith. Alison Beasley of Lincoln Beasley said: "We specialise is representing game development studios and I'm delighted to be working with Blitz Games." Blitz joins Kuju, Frontier and Relentless Software on the PR agency's books.
www.lincolnbeasley.co.uk

AMA targets gaming

The American Medical Association has targeted gaming in a drive to promote healthier lifestyles amongst US children. The nation's largest physicians' group is set to adopt new policies to strengthen its campaign against childhood obesity. Although not calling for efforts to reduce the amount of time children spend gaming, proposals do include demands for more appropriate labelling so only adults can buy violent games. Some states and cities have already previously attempted to restrict the sale of violent games to minors, but Federal Courts have declared the efforts violations of free speech.
www.ama-assn.org

Blizzard hits the OC

Blizzard has announced the first ever Blizzard Convention on October 28th and 29th in Orange County, California. The event, BlizzCon, is a celebration of the *Warcraft*, *StarCraft* and *Diablo* franchises as well as the players that have made them so popular around the world. Attendees can look forward to a number of events including Q&A sessions with the developers, online play of the titles and a pro-gamers tournament.
www.blizzard.co.uk

In-Fusio gets sketchy

Mobile games publisher In-Fusio is to release a mobile version of toy classic Etch-a-Sketch. This new mobile version will use the number buttons or directional pad to control the stylus nib and will allow users to save up to three pictures. In a nod to the original toy, which itself is estimated to have been used in over 100m homes worldwide, the wiping of the picture is accompanied by the vibration of the handset, mimicking the way you would shake the original toy. *Etch-a-Sketch* will be available to gamers with compatible handsets on the Orange network.
www.in-fusio.com

Liquid expands family range

Liquid Games has bolstered its family games range with the announcement of *Quest for Sleeping Beauty*. Liquid describes the title as an action-packed adventure that promises fast-paced chases through dozens of levels spanning the gardens, dungeons and towers of a fairy tale castle. Liquid's Kevin Hassall stated: "The game features all the excitement players desire, whilst avoiding the bloody violence that characterises the genre." The title is suitable for all ages and will retail for £9.99.
www.foragreateveningin.com

Newswires

I-play swallows Ditto

Ambitious mobile games company I-play has acquired UK porting and development specialist Ditto Studios as part of ongoing expansion plans. The Ditto team will continue to be managed by MD Mark Bridgeman, with the board of Bob Wood, James Alcock and Ian Metcalfe remaining. The first of Ditto's titles to be released through I-play's distribution network is *Major Carnage*, due in July across Europe and the US.
www.iplay.com

Girls Vs Boys at Gamestation

Female only online gaming community the PMS clan will be on hand to show off its skills and chat to other girls and boys at Gamestation stores across the country this summer. The tour, in association with Joystick Junkies, kicks off on July 2nd for ten weekends, and is being held to encourage girls to get into gaming.
Gamestation: 020 7734 4455

Flintoff partners with EA

England cricket star Andrew 'Freddie' Flintoff has become the face of EA's *Cricket 2005*, which is released today on PS2, Xbox and PC.
EA: 01932 450000

NCsoft holds MMO competition

NCsoft's *City of Heroes* will host a 'Super Summer Slam Spectacular' this summer, offering prizes for the winners of a huge three-stage battle. Any *City of Heroes* player is invited to the competition, which will see several gamers crowned as European Champions. A free 14-day trial demo disc is currently available on the cover of *PC Format*.
Barrington Harvey: 01462 456 780

Top award for iFone CEO

Founder and CEO of iFone, Morgan O'Rahilly has received the Ernst and Young North Region Entrepreneur of the Year award in the emerging Northern business section. O'Rahilly will now be entered into the national awards, due to take place in October.
iFone: 0161 827 8194

Video blogging site revealed

www.playstationfreedom.co.uk will be following the adventures of its four 'freedom explorers' this summer. Julia, Nathan, Ethesham and Charlotte have been chosen from a panel of judges to go to this summer's PlayStation events and film their every move, after which a winner will be chosen by public vote. The victorious freedom explorer will be given a year of freedom to milk Sony's tab for all its worth. Users can also post their own video logs on the site, which is online now.
www.playstationfreedom.co.uk

Kuju teams up with EA

Kuju is working with EA to produce a new train simulator title for PC, due in 2006. Kuju previously developed Microsoft's *Train Simulator*, which sold a million copies and spawned over 40 third party expansion packs.
EA: 01932 450000

Innovation is out there

So is new IP development, and even a hero or two, as finalists are named for the 2005 Develop Awards

by Stuart Dinsey

OVER 50 of Europe's finest games companies will battle it out for success at the Develop Industry Excellence Awards in London next month.

Sponsored by Sega and EA Partners, the event looks to recognise those contributing at the highest level to the development community outside of Japan and the US.

Highlights this year include a new category for Best Use of a Licence, reflecting the status of this controversial aspect of making games, and the return of the popular Development Legend Award.

300 people from all sectors of development will be in attendance

Winners will be revealed on the evening of Wednesday August 31st at the Royal Garden Hotel, Kensington.

Over 300 individuals from development and publishing will attend, making it an essential networking event.

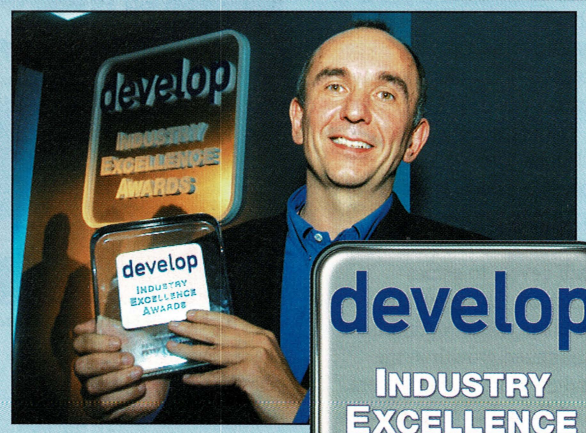
Sega is the platinum host for a second year and EA Partners has also signed up.

For tickets or sponsorship contact Kathryn Humphrey at event organiser Barrington Harvey on 01462 456780.

Discounts apply to TIGA and IGDA members, plus pre-registered delegates for this year's GDCE, also in London.

- *Develop Magazine: 01992 535647*

DEVELOP AWARDS 2005: THE FINALISTS



NEW EUROPEAN STUDIO (Debut title)
Juice Games
Sumo Digital
Relentless Software
Gusto Games
Fuse Games
Nevrax
Guerrilla Games

MOST IMPROVED STUDIO
Traveller's Tales
SCEE Studio Liverpool
Frontier Developments

MOBILE GAMES STUDIO
Distinctive Developments
Morpheme
Tower Studios
Redlynx
IOMO/InfoSpace
Ideaworks 3D

HANDHELD GAMES STUDIO
Exient Entertainment
Rare
Gizmondo Manchester
Fuse Games
SCEE Studio Liverpool
Awesome Studios

NEW CONSOLE IP
Killzone (Guerrilla)
Fable (Big Blue Box/Lionhead)
Cold Winter (Swordfish Studios)
FlatOut (Bugbear Entertainment)
Mercury (Awesome Studios)

NEW PC IP
The Saga of Ryzom (Nevrax)
Darwinia (Introversion Software)
Evil Genius (Elixir Studios)
Football Manager (Sports Interactive)
CustomPlay Golf (CustomPlay Games)

BEST USE OF A LICENCE
Lego Star Wars (Traveller's Tales)
Batman Begins (Eurocom)
Rocky Legends (Venom Games)
Harry Potter: Prisoner of Azkaban (EA Chertsey)
Singstar Popworld (SCEE Studio London)

BEST USE OF ONLINE
Nevrax (The Saga of Ryzom)
Redlynx (Pathway to Glory)
Digital Illusions (Battlefield 2)
Rare (Conker: Live & Reloaded)
Free Radical: (TS: Future Perfect)

ART & SOUND
Climax (Sudeki)
Rockstar North (Grand Theft Auto: San Andreas)
Criterion Studios (Burnout 3: Takedown)
Frontier Developments (Rollercoaster Tycoon 3)
SCEE Studio Liverpool (Wipeout Pure PSP)

INNOVATION
Gametrak (controller)
Gizmondo (device)
Traveller's Tales (Lego Star Wars)
Big Blue Box / Lionhead (Fable)
Morpheme (Bluetooth Biplanes)

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Rockstar North
Criterion Studios
Codemasters

INDEPENDENT DEVELOPER
Big Blue Box/Lionhead
Free Radical Design
Swordfish Studios
Traveller's Tales
Creative Assembly

DEVELOPMENT LEGEND
David Braben
Dave Jones
Archer Mclean

No PSP production cuts, says Sony

SONY has dismissed rumours that the number of PSP consoles being manufactured in year one has been cut from 18 million to 12 million.

It was claimed by Japanese website Nikkei BP that manufacturing partners had originally been told to produce 18 million units throughout the current business year, a number at odds with Sony's recent annual financial report - which claimed that only 12 million units would actually be shipped.

Isn't 12 million units enough for God's sake?

The website pinned the blame onto chip shortages, whilst others speculated that lower than expected consumer demand was behind the switch.

Sony, however, has stated that it had only ever planned on manufacturing 12 million units year one and that its plans had not been altered.

- *www.playstation.com*

GMX widens its console plans

BRITISH publisher GMX has followed the recent news of its first console title by promising up to six further releases on games systems by the end of the year.

The first title, *Extreme 4x4*, is described as an action racing adventure and is intended for release on Xbox in September.

Two further Xbox games are planned, along with three on PlayStation 2.

A debut on PSP is also apparently in the pipeline.

All titles are due for release in 2005, but no more details are currently available.

- *GMX: 0870 2430941*

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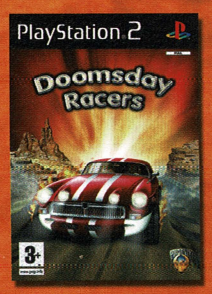
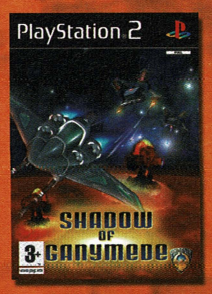
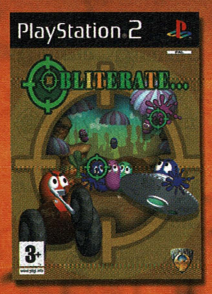
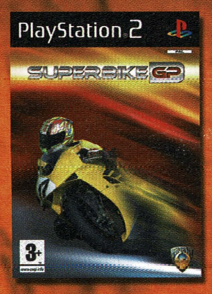
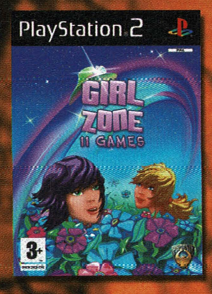
NEW RELEASES JULY 2005

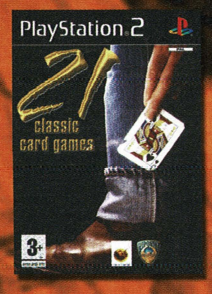


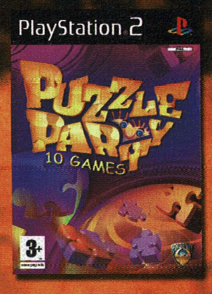












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Online to play key role as Codemasters plans revival

New MMO division unveiled as CEO Cousens blasts "stagnant" sequels from past

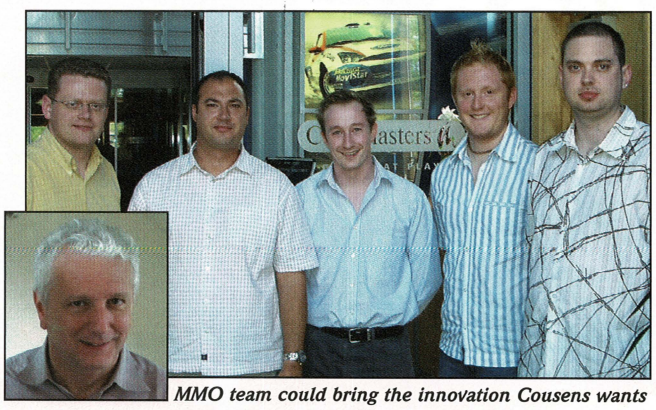
by Neil Long & Stuart Dinsey

CODEMASTERS must think differently if it is to prosper in the next games industry cycle.

That's the view of recently installed chief executive Rod Cousens, who is looking to take the company forward after a period which saw it lose £9.5m in the year to June 30th 2004, but successfully pull in investment from the European arm of US venture capitalist Benchmark Capital in April.

Cousens believes that the company's previous dependence on the racing genre must end and new moves, such as a push into the expanding and profitable area of online gaming, should be encouraged.

"The onus is on Codemasters to expand beyond Europe and beyond what we have always done in the past," said Cousens *(pictured inset)* at the recent International Games Summit.



MMO team could bring the innovation Cousens wants

"We need to look beyond racers like *Colin McRae* and *TOCA*. We have to innovate, to look beyond stagnant sequels that just offer more of the same."

MCV understands that deals for a series of new Massively Multiplayer Online (MMO) titles are near completion, which include existing IP as well as entirely new projects.

Codemasters' new online games portal will also be up and running within the next few weeks. David Solari, previously PC group brand manager, takes up the position of director of online gaming.

Other appointments include Phil White as head of MMO gaming, Nick Pili as head of Internet gaming, Ed Relf as head of Codemasters online games marketing and Adam Hance as head of interactive marketing.

● *Codemasters: 01926 814132*

HMV launches new loyalty card

A NEW HMV games reward card will be introduced on July 18th, promising extra discounts to regular customers.

The card can also be used online from September, with members receiving bonus points on pre-orders, access to exclusive in-store games events and regular emails featuring news, competitions and hints and tips.

"HMV is the UK and Ireland's leading music and DVD specialist, but now we're setting our sights on becoming everyone's first choice for games as well," said HMV's head of games Tim Ellis. "The launch of this card underlines HMV's determination to reward its games customers and to provide them with the best added value deal on the High Street."

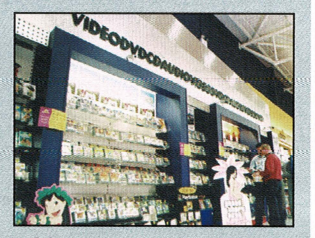
● *www.hmv.co.uk*

Irish games chain expands

LEADING Irish games retailer Byrne's Stores is opening a new store in County Waterford, following the success of the World of Wonder brand across the Republic of Ireland.

Opening this summer, the store will have a large dedicated computer games section.

"We are able to buy at the best prices available and offer our customers the same prices they can get at the supermarkets and chain stores," said Byrne's Stores MD Jim Byrne.



Marketing manager James Byrne added: "We're more family friendly than specialist games stores, so we tend to attract more mothers and kids shopping for themselves."

● *Byrne's Stores: +35 3 54 38644*

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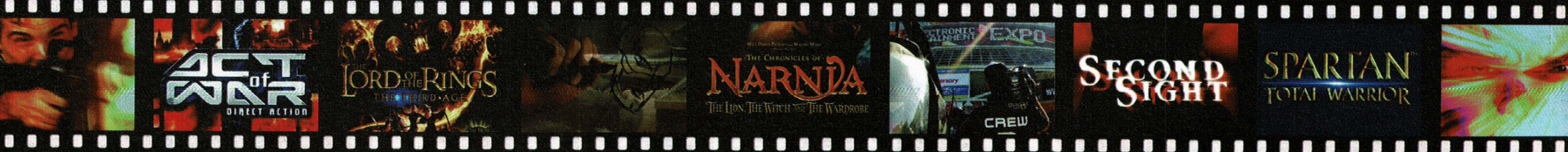

CONTACT: Ian Sharpe

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TIMOTHY WAS SO BORED LAST SUMMER THAT HE TURNED TO DRINK

Luckily for Timothy, this summer Liquid's full range of PS2 titles are on tap to provide far more wholesome distractions, including The Arcade, Crazy Golf World Tour, 10 Pin Champions Alley, International Golf Pro, Junior Board Games and GT Racers.

From steady favourites such as Junior Board Games, to more recent releases like Poker Masters (recently number 5 in the budget charts), Liquid Games provides fun for everyone, at a price that works for everybody.

Liquid games

Liquid Games: For a Great Evening In

For more information, contact: UK Distribution from Pulse Games (01933 442622) and Centresoft (0121 625 3885); International Sales enquiries to Oxygen Interactive (+44 1933 442620).

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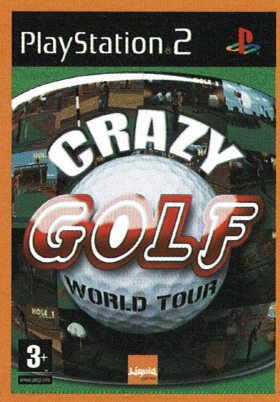

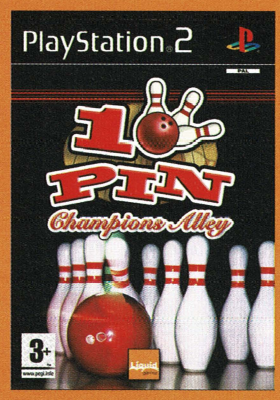

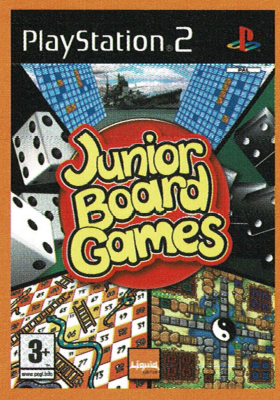

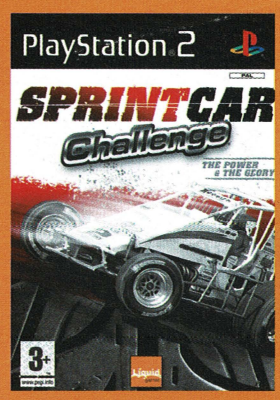

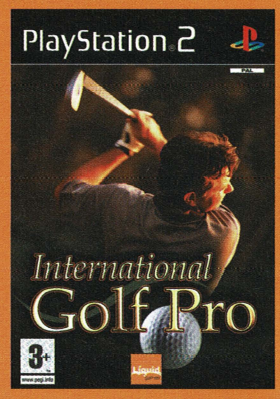

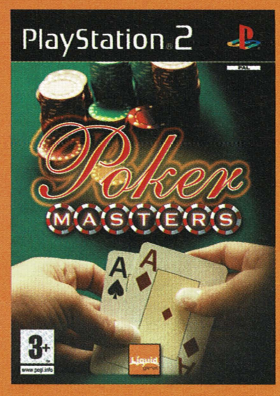

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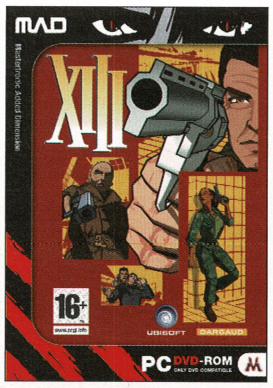

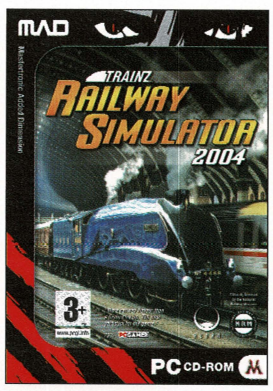

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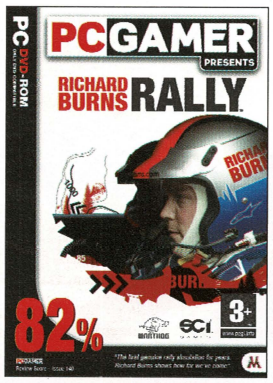

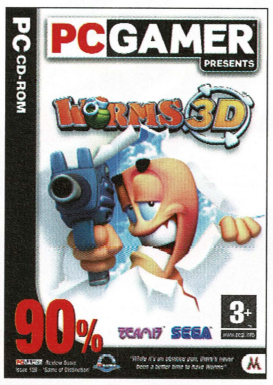

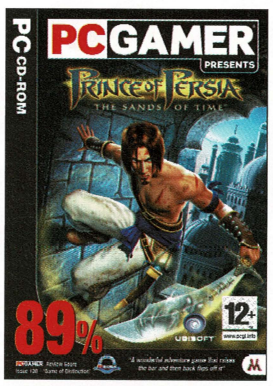

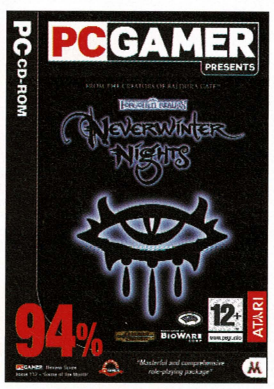

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Days of thunder

The games market will change more over the next five years than most of us can imagine. It could even double in size – driving a revolution in home entertainment at the same time. From the digital home to mobile devices, everything is moving forward at an astonishing pace. But how do we make sense of all this? Well, listening to industry leaders at the International Games Summit certainly helps. Stuart Dinsey even did some scribbling...

IN AN INCREASINGLY corporate games world, it's only the most senior execs who have licence to go off message. To give a personal view. An opinion.

That's what Peter Moore did at what, in truth, was a fairly small London conference, when he was asked to quantify how Xbox 360 might make the most of this 'first mover advantage' business that he'd just been explaining.

spring 2006 actually means in terms of territories.

"But we certainly want to reach ten million units as quickly as possible. There is tremendous momentum for whoever gets there first and we think we can get there pretty quickly, within 12 to 16 months of launch."

There were few announcements at the Summit.

Not one retailer was in the room and this is surely indicative of the poor relationship between manufacturers and the High Street at the moment.

Unlike so many other Microsoft moments, Moore looked to quantify his previous statements. And so came the 'big story' that this event was so much in need of.

"We expect to have a four to 12 month advantage on Sony," he began. "It's hard to be more specific than that until we know what their claimed launch of

The only other one being Microsoft's tie-up with Dundee studio Real Time Worlds for exclusive 360 content.

But there were constant themes, particularly the future vision of the games business and how it would meld into a new kind of environment known as digital home entertainment.

"Gaming is no longer just

Interesting panels, updates on mobile and plenty of research were welcomed

about the processor inside a console," added Moore. "The platform becomes more important than the processor. Media Centre PCs are likely to be the hub for digital home entertainment. And, in our case, Xbox 360 is an incredibly

powerful entertainment spoke off of that hub."

Moore had been in good form. Sony Computer Entertainment Europe's David Reeves followed him, laudably, with a presentation that eschewed any repetition of his E3 content.

In almost trouble-making mood, he looked to make Sony's position clear on a number of issues, from why his company will sue importers to its love of the Leipzig show and its

NUMBER CRUNCHING

- Xbox Live now has two million subscribers, in 24 countries, plus 85 broadband partners. There are 250 Live-enabled games and there will be 300 by Christmas.
  Source: Microsoft.
- Consoles are in 50 million European homes. More than 90 million video games were sold in 2004. One out of four gamers are female. Two out of three gamers are over 18. 85 million Europeans will have access to broadband by 2008.
  Source: Microsoft
- Consoles will be a 160 to 180 million unit business in this generation (next gen).
  Source: Microsoft
- Sony has to sell 65 per cent of its annual hardware in two months. There are now 40m PS2s in PAL territories and 100m worldwide.
  Source: SCEE
- It costs £8 to air-freight a PS2. SCEE air-freighted three million last year.
  Source: SCEE
- There are five million EyeToys in PAL and seven million worldwide.
  Source: SCEE
- The number of games being released is falling. In 2001, 2,288 games were released in the UK. In 2005 it will be less than 2,000.
  Source: Future
- Music will be the biggest market for mobile content, followed by TV. Games will be third, settling at a 20 per cent market share of all content revenues. Games are currently 30 per cent of all content revenues.
  Source: Vodafone.
- Around 500 million games consoles have been sold around the world in the last 25 years. Over 600 million mobile phones were sold in 2004.
  Source: i-Play

CHEAPER IN THE US? NO WAY, SAYS REEVES

SCEE president David Reeves spent much of his time at the International Games Summit looking to de-bunk some myths about the market. One which particularly rattles him is the often held belief that it is more expensive to buy a PS2 in Europe than in the US. Not true, he said. And pulled out a slide to prove it....

	USA	Europe
Retail Price	$149	€149
Tax	$0	€22.7
Net of tax	$149	€126.3
Trade margin	$9.43	€17.7
Trade price	$139.57	€108.6
	€115.39	€108.6 (@ $1.21 v Euro)

Source: SCEE

Despite its success, attendance needs a boost for 2006, in particular from the retail sector of the business

irritation if anyone says that European consumers get a second rate service from this Japanese giant – paying a top rate price *(see box)*.

When musing about the future, he ran along similar lines to Moore.

"The future is more about a convergence of software than it is of hardware, growth has to come from more than just games. We have to drive growth in the entire entertainment industry," he explained.

"We cannot keep re-cycling the same consumers. The PS1 reached 40m and PS2 will reach 50m in PAL territories by 2008 or thereabouts. But this is simply not enough. The size of the business has to actually more than double in five years. We have to grow the entertainment industry.

"The hardware will always be there, but more or less in the background. It will become neutral in the future, being an enabler. iPods and PSPs will link into the PS3, PC or Xbox 360.

"It's not this Titanic battle that the media loves writing about. Hardware can become neutral in the way that a TV or DVD player is neutral. It's about growing the business. That's what we're totally focused on."

From a strong start the Summit moved along at a pretty good pace over two days. Positives included the lack of boring presentations from firms just trying to sell their own products to a couple of excellent updates on the mobile gaming world from Vodafone's Graeme Ferguson and I-play's David Gosen.

There was plenty of research on offer – covering everything from market size to age ratings awareness and the US market. This was taken away avidly by those lucky enough to attend.

But more people next year is a must. Not one retailer was in the room and this is surely indicative of the poor relationship between manufacturers and the High Street at the moment.

Visions are to be shared.

And everyone in the business surely has to look further than the end of their nose every now and then.

LEARNER ON BOARD

ONE of the more unexpected themes of the Summit was how the games market is building closer links with education. From an impassioned speech by Lord David Puttnam *(above)* on the eve of the event to presentations by Ian Livingstone (Games Skillset Forum) and Adrian Hall (Department of Education and Skills), a number of issues were explored.

These included the development of training within a business that employs 9,000 in development and 22,000 in total to games software techniques being embraced by schools (and yes, this is already happening).

"You all know far better than I how immersed young people can become in games involving historical quests, managing their favourite football club or building a city," said Puttnam.

"There is clearly potential for the concept that lies behind these mainstream games to be used in more formal educational settings – and for them to contribute to real educational outcomes."

THEY SAID IT AT THE SUMMIT '05

"Our goal is to have one out of every two Xbox 360 owners connected up to our free online service. Xbox Live Marketplace will help owners build their identity, watch trailers, download content and make commercial transactions."
Peter Moore, Corporate VP Worldwide Marketing and Publishing, Microsoft Xbox

"When we launched PS2 in 2000 we were still targeting geeks. But now our competition is on a whole new scale. We can identify Easyjet or Ryanair as our competition."
David Reeves, President and COO, Sony Computer Entertainment Europe

"Sony will lose at least ten to 15 per cent market share to Xbox 360, maybe 20 per cent and even the number one slot altogether in some markets."
Nick Parker, MD, Parker Consulting

"Quality assurance is no longer about hiring armies of testers and giving them piles of junk food. It's a board level issue."
Algy Williams, Chairman, Babel Media

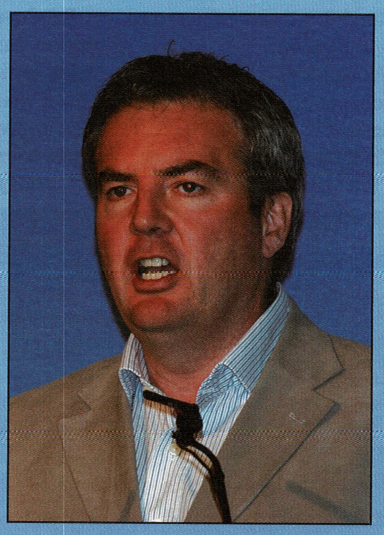
"Entertainment PCs that look like a DVD player will be launched next year. They will have the same performance as a high-end PC, offering games on demand and online PC gaming. This is part of the remote living room revolution."
Arne Peters, Head of Consumer, Intel Europe

"I'm not sure that content is really king any more. It seems to me that community is about to become more sovereign."
Professor Stephen Heppell, UltraLab

"Mobile gaming is about less complexity, not more. We have to look at what is stopping so many people from downloading games."
David Gosen, Chief Operating Officer, I-play

"In a world demanding more diversity, the games market is offering fewer alternatives to its consumers than ever, with limited demographic appeal. The focus on hits stunts overall growth. And technology makes games obsolescent – unlike film, books, TV or music. It's only at the point where hardware doesn't keep screwing over the business model that creativity will thrive and diversity will reign. Then, finally, this industry will become mass market."

Greg Ingham, CEO, Future



"It still surprises me to see so much fantastic IP ruined by appalling execution on mobile. I mean really rubbish games. Lord of the Rings was the worst I have ever seen. We can't get consumers to buy games if they're that crap."

Graeme Ferguson, Director of Global Content Development, Vodafone

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– Official Xbox Magazine

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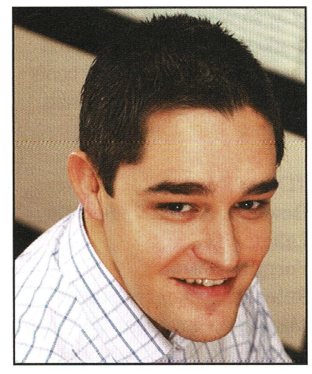
Doing it for the kids

With exclusive relationships such as Disney/Pixar and Nickelodeon, plus a strong line-up of other licensed product – including the introduction of top toy brand Bratz into video games – THQ is certainly the benchmark publisher within the children's game space. But what is the secret to success in such an ever-changing and high stakes sector? **Samantha Loveday** listens in...



The Incredibles was the number one selling kids' animated property in 2004, while Williams believes new brands like Bratz (top) and old favourites like Scooby all add to THQ's appeal

"I THINK it's easy to underestimate the complexities in competing in the kids market," muses THQ's marketing director, Richard Williams.

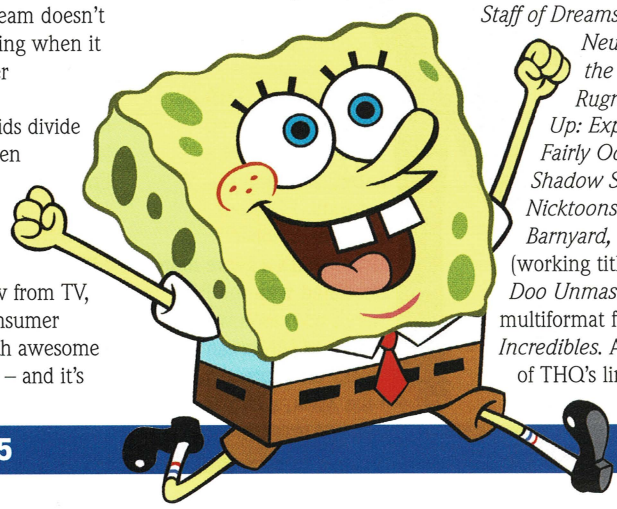
By Williams' admission, THQ does own the children's video games space. Its brands range from old favourites such as Scooby Doo and Rugrats, through to Pixar licences *Finding Nemo, The Incredibles* and *Cars*, Nickelodeon properties such as *Spongebob Squarepants* and newcomers to the video games sector like Bratz.

No other publisher seems to be able to compete with this quantity of brands, but it is also clear that the THQ team doesn't underestimate anything when it comes to the younger demographic.

"Just like adults, kids divide their free time between multiple activities," says Williams. "Our strategy to interest kids has been to pair the brands they know from TV, movies and other consumer product channels with awesome gameplay experience – and it's paid off.

"THQ has been incredibly successful in the kids/licensed market over the last few years and all of our key licences have delivered. Right now, in the current generation of consoles, we are entering traditional THQ territory. The company has worked extremely hard at all levels to ensure that we can compete in all genres and in different demographic age groups, but we have retained an exceptionally strong licence base and this is the point in the cycle where some of these lines can deliver huge volumes."

The recent success for *The Incredibles* is a good example.



The Pixar licence was the number one selling kids' animated property in 2004, with THQ shipping around 90 skus in more than 25 languages. It was also the only non-sequel in the ChartTrack Christmas top ten. In addition, Scooby Doo was the number one selling PSOne title last year, while the firm's most recent children's hit came in the form of *The SpongeBob Squarepants Movie*, which held the number one position for several weeks in the GBA listing and also peaked in the top three of the All Formats chart.

Titles already released, or due this year, include *Tak 2: The Staff of Dreams, Jimmy Neutron: Attack of the Twonkies, Rugrats All Grown Up: Express Yourself, Fairly Odd Parents Shadow Showdown, Nicktoons* (working title), *Barnyard, Danny Phantom* (working title), *Bratz, Scooby Doo Unmasked* and a multiformat follow-up to *The Incredibles*. And that's on top of THQ's line-up of core gaming content.

But, as Williams explains, the challenges are different when it comes to producing titles for kids.

"Our children's products are based on major TV and theatrical licences," he offers. "This means we are working very closely with the licence creators to ensure that we are representing their properties accurately, while striving to create the most fun and compelling gameplay that appeals to a broad audience.

"In terms of gameplay in children's games, you are appealing to kids and adults. As you know, many parents are gamers these days, so we are building games kids can play with their parents as a family."

The marketing also differs slightly, with Williams saying THQ has to consider both the demand (the child) and the supply (the parent).

"THQ does own the children's market and it is that reputation that makes us the only choice as a publishing partner for studios like Pixar and Nickelodeon.

"If we get the brand, content and price right, our games are a very attractive option."

Richard Williams, THQ

"We use a mix of well-known licences, creative marketing and quality development to ensure we achieve success. Our marketing is targeted and cost-effective."

And with further additions to its range this year, and the competition still a long way behind, Williams remains confident: "We are particularly excited about 2005 as we're at a great stage in the lifecycle of the current generation of consoles. The installed base is large and the price point is affordable, plus many kids have inherited consoles from their older siblings. If we get the brand, content and price right, our games are a very attractive option."

Brand building

Having recently reported net sales of $222.1m for the second quarter of 2005, Take-Two has plenty of new products up its sleeve to keep the momentum going for the rest of the year. And it's not just more GTA, either. Matt Martin takes a look...

Sid Meier's Pirates (above) and Serious Sam 2 are both potential big sellers

SID MEIER'S PIRATES!
Developer: Firaxis
Label: 2K Games
Format: Xbox
Release: July 22nd

With publishing duties plundered from Atari, the Xbox version of this swashbuckling adventure promises a treasure chest of extra features, enhanced gameplay and mini-games for both the single and multiplayer modes. It's encouraging to see a developer make a conscious effort to remould the game for console play, so with the right type of marketing support this should reap a modest amount of booty for the publisher when it sails into port later this month.

TOP SPIN
Developer: PAM/Indie Built
Label: 2K Sports
Format: PS2
Release: September 9th

Missing the traditional Wimbledon period is never a great idea when launching a tennis title, but then neither is releasing a quality title in the hottest months of the year. Widely regarded as the best tennis game of the current generation, *Top Spin* finally comes to the PS2, 22 months after its release on Xbox. The real pulling power comes from the inclusion of 16 professional players from Federer and Moya to Williams and Sharapova, ensuring *Top Spin* delivers the authentic, professional experience in a genre dominated by novelty and budget titles.

CALL OF CTHULHU: DARK CORNERS OF THE EARTH
Publisher: Headfirst Productions
Label: 2K Games
Format: PS2, Xbox
Release: September 16th

We're already accustomed to varied horror franchises in gaming, from *Project Zero* and *Silent Hill* to *Resident Evil* and *Doom*. Based on the works of whom many consider the greatest horror writer of the last century, *Dark Corners of the Earth* should appeal to gamers as well as a dormant fan base eager to see H.P. Lovecraft's world brought to life. Having a somewhat protracted development may work in Headfirst's favour, allowing it to create a first person adventure with a number of interesting features, including a sanity system promising to inflict vertigo and panic attacks on the player. If *Dark Corners* is a success, there's a wealth of Lovecraftian material to pick through for sequels.

WORLD POKER TOUR
Label: 2K Sports
Formats: PS2, Xbox, PC, PSP
Release: September

Poker has become something of a phenomenon over the past couple of years, with Internet sites and television reaping big rewards from player's taste for high stakes and sly bluffing.

A full deck of poker games are due before the end of this year with publishers from Namco and Activision to Play It and Crave hoping to play their cards right, snatching up various licences and names to help them stand out from the crowd.

If it's going to be a success anywhere, surely the handheld market is ideal for those that can't resist a quick shuffle to pass the time.

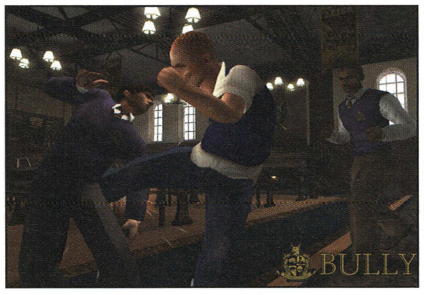
SERIOUS SAM 2
Developer: Croteam
Label: 2K Games
Formats: PC, Xbox
Release: October

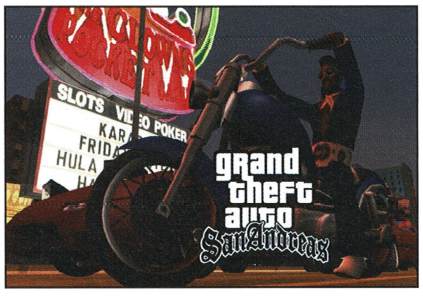
Big, dumb fun from Croteam, in a game that appeals to the 14 year-old in all of us. Big guns, loud explosions, fast gameplay and sod-all plot are the key ingredients – there's no pretence at anything other than pure trashy entertainment in *Serious Sam 2*. October is sure to be a busy and brutal month for every publisher, but if the marketing clicks with the traditional male gamer, *Serious Sam 2* has the potential to make an obnoxious dent in the charts no matter how well-armed the competition.

SHATTERED UNION
Developer: PopTop Software
Label: 2K Games
Formats: PC, Xbox
Release: October

Although it's a genre more associated with the PC, there's no reason why *Shattered Union* can't make an impression on the Xbox, a format devoid of any turn-based strategy games. After the nuclear destruction of Washington, America has divided into seven warring factions, each fighting to rebuild the US, allowing players to level entire cities and familiar landmarks for that Roland Emmerich feel.

GRAND THEFT AUTO: LIBERTY CITY STORIES
Developer: Rockstar Leeds/Rockstar North
Label: Rockstar
Format: PSP
Release: October





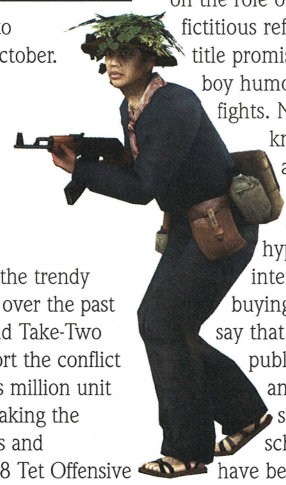
Above, Top Spin; middle row from left, Bully, Call of Cthulhu and Grand Theft Auto; bottom, Shattered Union

The taste for the *Grand Theft Auto* franchise continues unabated and Rockstar is more than wiling to give gamers exactly what they want as it expands its jewel in the crown to as many viable formats as possible. Returning to the original 3D incarnation, *Liberty City Stories* promises new adventures in a familiar town. This is likely to be the game which becomes responsible for shifting a vast amount of PSP units come Christmas, so retailers may well have trouble with allocation of both the game and the machine to play it on come October.

VIETCONG 2

Developer: Pterodon
Label: 2K Games
Format: PC
Release: October

Vietnam has been the trendy locale for shooters over the past couple of years, and Take-Two continues to support the conflict with a sequel to its million unit selling *Vietcong*. Taking the battle to the streets and recreating the 1968 Tet Offensive offers more than just jungle-based warfare, and the multiplayer modes will support 64 players at once, making this very much one for the online crowd.



BULLY

Developer: Rockstar Vancouver
Label: Rockstar
Format: PS2, Xbox
Release: October

Unveiled earlier this year, *Bully* is a brand new IP from Rockstar and the first title from its Vancouver studio. Players take on the role of a pupil in a fictitious reform school and the title promises pranks, school boy humour and playground fights. Not a lot else is known, and as with all new Rockstar titles, this fuels the speculation and hype to generate interest amongst the buying public. It's fair to say that if any other publisher had announced a game set in a private school it wouldn't have been met with much excitement, which is testament to the publisher's pulling power. As with all Rockstar titles expect some controversy to help fuel sales, although where missions will sit between stretching cling-film over a toilet seat or happy-slapping the fat kid is, at this point, anybody's guess.

NBA 2K6

Label: 2K Sports
Formats: Xbox, Xbox 360, PS2
Release: November

More polished basketball for fans of the sport, with the added credibility of the official NBA licence.

NHL 2K6

Label: 2K Sports
Formats: Xbox, Xbox 360, PS2
Release: November

Another yearly update for those who enjoy the pucks and violence of ice hockey.

TOP SPIN 2

Label: 2K Sports
Format: Xbox 360
Release: November

Take-Two is backing the Xbox 360 with a number of safe bet sports titles, and this sequel to the smash hit should perform well on release. Although some may not consider the idea of 'just' a sports game the best way to show off the power of a new console, if this is anything like the original *Top Spin* it should prove itself to be a star amongst the first batch of software for Microsoft's new machine.

CIVILIZATION IV

Developer: Firaxis
Label: 2K Games
Format: PC
Release: Winter

The real meat of Take-Two's deal with Firaxis from early this year, *Civilization* is one of the best-loved PC franchises around, with the series selling over six million units to date.

Civilization IV builds on the previous games, offering faster gameplay and an absolutely massive amount of additions, improvements and new features all set to appeal to a fan base already clicking its mouse in anticipation of one of the biggest PC releases this year.

ELDER SCROLLS IV: OBLIVION

Developer: Bethesda
Label: 2K Games
Format: PC, Xbox 360
Release: Winter

Publishers are always keen to latch onto the latest genre trends, but only the truly cynical and faithless would ignore a traditional genre in favour of the latest extreme sport, car modding racer or urban gangbanger.

Currently enjoying a renaissance, the RPG can inspire a loyalty and following to rival any game considered 'cool and edgy' by the marketing teams. This fourth outing for *Elder Scrolls* is as obvious as role-playing games come, but the licence is guaranteed to entice the geeks, and bringing the series to consoles will make it one of the first RPGs on Microsoft's newborn.

THE WARRIORS

Label: Rockstar
Formats: PS2, Xbox
Release: Autumn

If there's a title sure to get the 'violence in games' debate stirred up again, it's this gang war brawler based on the cult Walter Hill movie. Following the film closely, players must battle their way from one side of a city to another, taking on rival gangs with a whole lot of skull cracking skills and improvised weapons. Already receiving impressed praise from the critics, it seems Rockstar's time spent with the licence will pay off, making *The Warriors* possibly one of the biggest games of the year.

Blue day for Advanstar, BVG hires again

A flurry of new faces at the top at In2Games, Activision and Namco Mobile this week. There's also five new recuits at Visual Science, a new senior technology manager at BVG, an incoming group brand manager at GAME and a new event director for Advanstar's Brand Licensing...

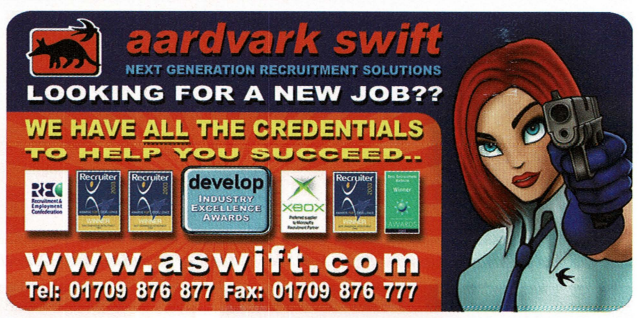
ACTIVISION ■ MICHAEL GRIFFITH has been named president and chief executive officer, with **RON DOORNINK** appointed chairman. Griffith joins having spent his previous 24 years at Procter and Gamble, where he repositioned the company's key products as president of global beverage division. Doornink moves to the role of chairman having served as CEO of Activision since March 2002.

NAMCO MOBILE ■ A trio of promotions at the US office means a re-shuffle at the top for Namco's growing mobile division. **SCOTT RUBIN** is promoted to the position of vice president of sales and marketing, meanwhile **MAURICE MOLYNEAUX** has been named director of product development. **UMESH GHODKE** is also promoted to the position of director of information technology.

CHAKRASOUND ■ The game audio production house has added **MICHAEL CALDERON** to its ranks. Calderon, who has worked with Destiny's Child, Tupac Shakur and Ice Cube, will add his list of contacts and experience to the Chakrasound team. "Having this kind of expertise under one roof is the model for audio that makes the most sense for where the games industry is today" said Chakrasound's Alex Jarrett.

VISUAL SCIENCE ■ Scotland's largest independent developer has bolstered operations with five new recruits. New to the art team is former Climax freeland artist **GYLAN HUNTER,** who assumes the role of senior artist, and *(pictured, left to right)* **TOMASZ TYRKA, COLIN MCLAUGHLAN, ANDY PARTON** and **DAMIAN SCALLON.** Tyrka joins as games artist, McLaughlan moves from Studio Gigante in Chicago and is appointed development manager, with Parton and Scallon each joining the Visual Science team as senior programmers.

IN2GAMES ■ MARK STRACHAN has been appointed to the publisher's board following an illustrious career in the industry. Starting as co-founder of Domark Software, Strachan moved on to become chairman of ELSPA between 1992-1994 and then chairman at Ubisoft UK. He went on to co-found Gameplay and is currently CEO of the Entertainment Software Charity.



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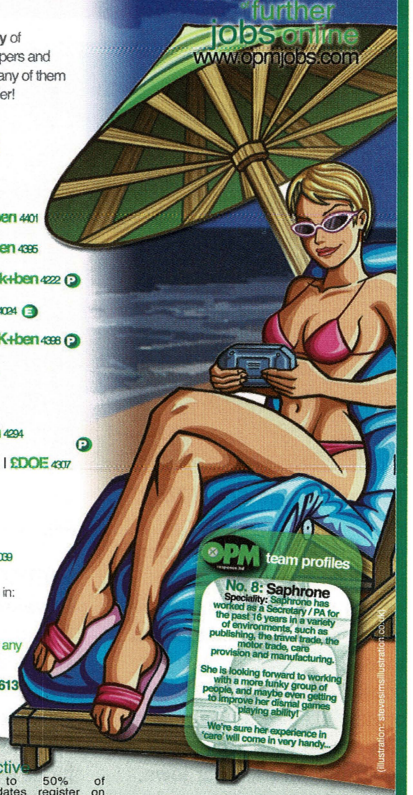
OPM team profiles
No. 8: Saphrone
Speciality: Saphrone has worked as a Secretary / PA for the past 16 years in a variety of environments, such as publishing, the travel trade, the motor trade, care provision and manufacturing.
She is looking forward to working with a more funky group of people, and maybe even getting to improve her diamlal games playing ability!
We're sure her experience in care will come in very handy...
(illustration: steveaumillustration.com)

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ADVANSTAR COMMUNICATIONS ■ JESSICA BLUE has taken up the reins as the new event director for Advanstar Communications' Brand Licensing show, which takes place on October 25-26th at Earls Court. Blue has worked on shows such as Chemex before managing the GeoSolutions Exhibition, and has most recently headed up the team responsible for International Confex.

GAME ■ NEIL MARTIN will move from his position as games controller at High Street giant HMV to take up the role of group brand manager of PC at GAME. Martin *(pictured right)* will move to the games specialist in August, following a successful 13 months developing the games offering at HMV. "Neil has fantastic industry experience and personality and will be a great asset to us," GAME's buying director Alex Croft told *MCV*. "We're looking forward to welcoming him." HMV head of games Tim Ellis commented: "We have some exciting plans for games and it's a real pity Neil will no longer be a part of this."

NCSOFT ■ NCsoft has further expanded its Euro team with new appointments within its sales and marketing teams.

The new additions include European sales manager **SARAH ROGERS**, UK sales executive **WILLIAM CURLEY**, marketing representative for *City of Heroes/City of Villains* **ANGELA SEWELL** and marketing representative for *Auto Assault* **AMANDA STOCKFORD**. They join the existing team of Sarah Mason, Max Brown, Dirk Metzger, Mark Heath and Marcus Whitney.

In addition, NCsoft has promoted **DAVID BONIN** to localisation department manager.

MIDWAY ■ Hot on the heels of erstwhile MD Tony Adams, Midway's international marketing director **MATT BROUGHTON** has left the company. Broughton joined Midway from Atari in November 2003 and has been responsible for the successful launches of titles such as *Area 51, Unreal Championship 2, Mortal Kombat Deception, Psi-Ops* and *The Suffering.*

DEEP RED ■ The UK developer has signed up **SIMON CALLAGHAN** to handle its PR. Callaghan will help with promotional activities relating to all forms of media. "Deep Red is a fantastic British business success story in what is a monumentally difficult industry to survive in, let alone thrive in as they have done," Callaghan said.

BVG ■ Buena Vista Games has appointed **KEVIN MALAKOFF** *(above)* as senior technology manager, Europe. Malakoff's career credits include Argonaut Games, where he was head of technology for two years, overseeing titles like *I-Ninja, SWAT, Lego Bionical, Carve,* and *Catwoman.* Malakoff has also spent a year as programmer at LucasArts, where he worked on various *Star Wars* titles, and Pulse, where during his four years as lead programmer his credits include *Bad Mojo, Space Bunnies Must Die!* and *Undercover A.D.*

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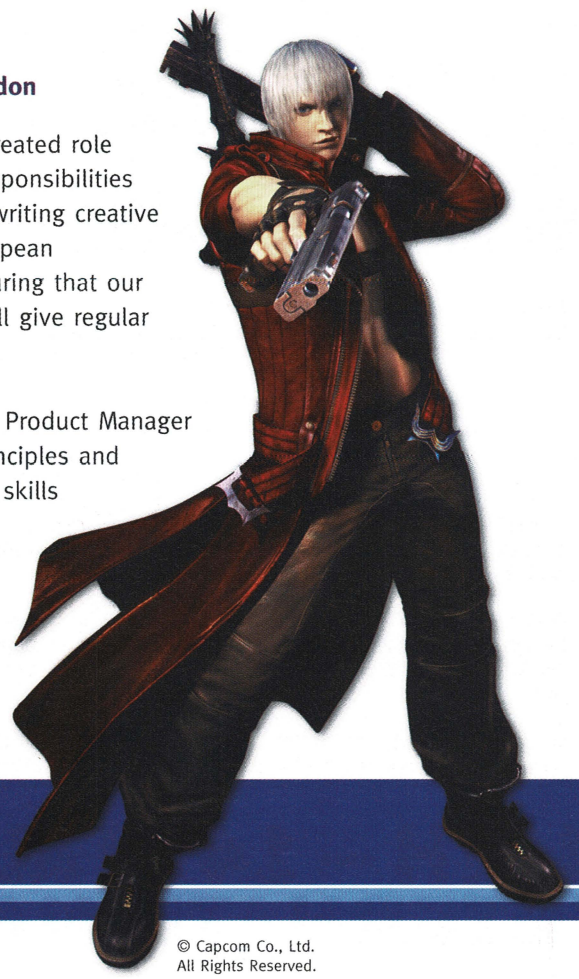
To apply, please either email your CV to Ali Moran at Alison.Moran@capcomeuro.com or send it for her attention to Capcom, 9th Floor, 26-28 Hammersmith Grove, Hammersmith, London, W6 7HA.

The closing date for applications is 22nd July 2005.



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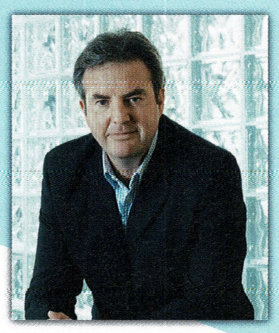
EIEF
Edinburgh Interactive Entertainment Festival

10TH - 14TH AUGUST 2005

Leading **Learning** **Networking**



Welcome to the **Edinburgh Interactive Entertainment Festival (EIEF)**, your opportunity for an inside view on the workings of what is one of the most exciting and fascinating industries to be involved in – now more than ever.

Leading, learning, networking – at **Edinburgh Interactive,** the trade focussed programme of events, you get to see and talk to key players from the games industry as they're figuring out ways of creating new worlds and narratives and new modes of interactive entertainment. This is your opportunity to take part in and add to the cultural debate of where interactive entertainment is going. And if you're from film, music, TV or theatre, prepare to encounter the quality of ideas coursing through an $18bn industry.

And then there's the early showing of the new wave of games and tech at the **Game Screenings** and **Go Play Games** event strands plus the **Edge** and **BAFTA Awards. Come and join us. Help shape the future of interactive entertainment!**

Greg

Greg Ingham – Chief Exectutive, Future PLC and EIEF Chair.

10TH – 14TH AUGUST 2005 @ EDINBURGH INTERNATIONAL CONFERENCE CENTRE

Nintendo PlayStation.2 XBOX BT GAME www.game.net NVIDIA N-GAGE NOKIA Scottish Enterprise Edinburgh and Lothian Tiga

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EDINBURGH INTERACTIVE

11TH - 12TH AUGUST

SELECTED PROGRAMME HIGHLIGHTS...

Mobile Games – Destination Critical Mass Sponsored by N-GAGE NOKIA

Mobile phones have a penetration that consoles can only dream about, so how can it be 'Joe Schmoe' still doesn't know what top titles are available? This session looks at the relationships between consumers, the devices, the platforms and games/content they don't yet know they want to play.

Moderated by **Tim Green** – Executive Editor of Mobile Entertainment, a panel of industry experts debate, including; **Tim Harrison** – Vodafone's Group Services Head of Games, **Tony Pearce** – CEO, Player X and **Barry O'Neill**.

Battle for the Box

For fifty years, we have all been glued to our TVs, inviting the world into our homes. Then suddenly, in less time than it takes to channel hop, video games have sprung up, feeding from the TV, learning from it and perhaps ultimately seeking to supplant it as our primary entertainment choice. Are videogames changing our viewing habits and what do broadcasters aim to do about it? What will the new generation consoles and online connectivity mean for the future of home entertainment? Ten years from now, who will be winning the Battle for the Box? Presented by **Sam Delaney** – Gamer.tv Presenter and Broadcast columnist, panel guests include **Dave Clark** – Commissioning Editor, Bravo, **Janine Smith** – Producer, Channel 4 and **Alan Duncan** – Director of UK Marketing, Sony Computer Entertainment Europe amongst others.

ROFLMAO – Games Get Sociable

Massively Multiplayer Games are a business model phenomenon – near impossible to pirate, with 24/7 online entertainment they offer giant virtual worlds for players to explore, experience adventure and story.

Is this the future of gaming? **Raph Koster** – Chief Creative Officer for Sony Online Entertainment, makers of EVERQUEST, discusses everything you ever needed to know about MMGs, looking at how the internet has changed the way people play together, with a panel of industry experts including **Philip Roasedale** – CEO Linden Labs and **Jeff Gaffney** – NCSoft, hosted by **Seamus Blackley** – CAA, Hollywood.

For full conference programme and speaker line up visit **www.eief.co.uk**

11TH - 12TH AUGUST

@ EDINBURGH INTERNATIONAL CONFERENCE CENTRE, THE EXCHANGE, MORRISON ST, EDINBURGH

AFTER SHOW PARTY AT CARGO, THURSDAY 11TH AUGUST 8.00 'TIL LATE, SPONSORED BY N-GAGE NOKIA **AND PRESENTED BY** Joystick Junkies

GAME SCREENINGS

10TH - 14TH AUGUST

MEET THE NAMES BEHIND THE GAMES...

Exclusive to Edinburgh and presented by some of the biggest names in video games, **GAME SCREENINGS** are a truly unique opportunity to see the most eagerly anticipated releases for the first time.

Hear from gaming legend **David Braben** (Frontier Developments) and **Rachel Carpenter** (Aardman Animations) as they reveal a behind the scenes look at their collaboration, which sees Wallace and Gromit in their new gaming release **The Curse of the Were-Rabbit**.

Plus hear first hand from Sony Computer Entertainment Europe's Development Teams as they present exclusive sneak peaks of the awesome **24: The Game** and the ground breaking **EyeToy Kinetic**. Other highlights include The **Chronicles of Narnia** and **The Movies** amongst others.

For full Games Screeings Programme details visit **www.eief.co.uk**

10TH - 14TH AUGUST

@ EDINBURGH INTERNATIONAL CONFERENCE CENTRE, THE EXCHANGE, MORRISON ST, EDINBURGH

The EIEF Organisers reserve the right at their sole discretion to change both the Game Screenings and Edinburgh Interactive Programme and Speakers at any time. Accurate as at 23rd June 2005. All images and intellectual property remain the property of their respective owners.

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MCV's extensive Retail Only section covers everything a store needs to keep ahead of the game...

RETAIL ONLY

The lovable Beetle cruises back into the limelight with a new Disney movie and BVG's Game Boy Advance title, *Herbie Fully Loaded* - Page 29

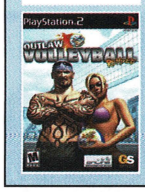
RECOMMENDED	**P28**	MCV highlights a selection of key titles due out over the summer
PRICE CHECK	**P31**	High Street retailers' pricing strategies compared on a number of current major titles
GAMES PRESS GUIDE	**P32**	A look at what the specialist press thinks of the latest big releases
MYSTERY SHOPPER	**P33**	Coutts UK's Claire Gunn goes undercover to take a look at Asda Park Royal's games offering
NEW RELEASES	**P34**	The up-to-date and comprehensive guide to all releases over the coming months

MCV RECOMMENDS...

Three upcoming products you need to stock... (see pages 28-30)

Wild Water Adrenaline
Digital Jesters
PS2
Digital Jesters gives gamers the chance to ride the rapids

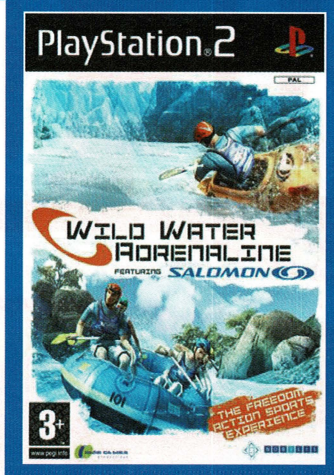
Aurora Watching
Enlight Entertainment
PC
Enlight presents a new budget action/stealth title



Outlaw Volleyball Remixed
Global Star
PS2
Almost-naked women bounce around on a beach in the name of sport

WILD WATER ADRENALINE

www.wsg.fr



FORMAT: PS2

The release of this arcade-style white water rafting and kayaking title is sure to turn heads among the plethora of first person shooters and racing games that have flooded the market.

The game includes the standard time attack, slalom and expert modes as you'd expect, as well as the bonus of up to four player multiplayer mode. The developer Widescreen Games has also consulted outdoor clothing label Salomon to assist in the player customisation mode, which gives gamers the chance to customise everything from the character's clothing to the kayak itself.

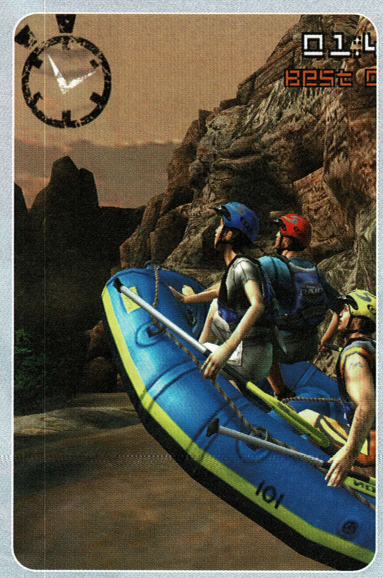
Riders from around the world are on hand to share advice, tips and inside knowledge to help gamers improve their technique, and there's also the chance to cruise through mountains, forests and jungles in France, New Zealand, Canada and the US.

The sub £20 price will also appeal to casual gamers and rafting and kayaking enthusiasts alike.

AT A GLANCE

What the maker says:
"The ultimate white water game is here. Rollers, breakers, waves, rocks, the river becomes your own wild playground. If you want freedom, exhilaration and pure unfiltered adrenaline then get your waterproofs on and jump right in to *Wild Water Adrenaline.*"

From the maker of:
Airbourne Troops, Inuits, Frank Herbert's Dune

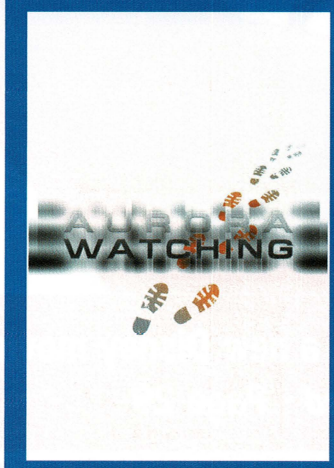


ESSENTIALS

GENRE: .....Sports
DEVELOPER: .....Widescreen Games
PUBLISHER: .....Digital Jesters
STREET DATE: ..... July 22nd
STREET PRICE: £19.99
DISTRIBUTOR: .....Pinnacle
CONTACT NO: 01707 871 516

AURORA WATCHING

www.aurora-game.com



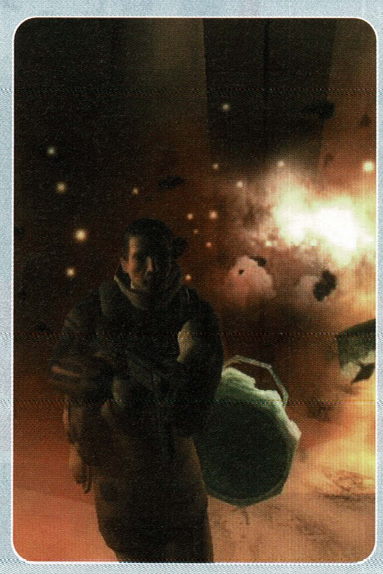
FORMAT: PC

Based around the mysterious sinking of a Russian submarine, *Aurora Watching* will be bringing some ice-cool intrigue and stealth action to gamers for the summer months.

As the former alcoholic White Fox, gamers must use two camera modes designed for tactical planning and combat to advance through numerous action and stealth sequences, along with a variety of mini games and puzzles.

The developer Metropolis is raving about the incorporation of RenderWare physics and pixel shading in *Aurora Watching*, while maintaining that the minimum hardware specifications are reasonable enough for the vast majority of gamers to enjoy the game without having to upgrade.

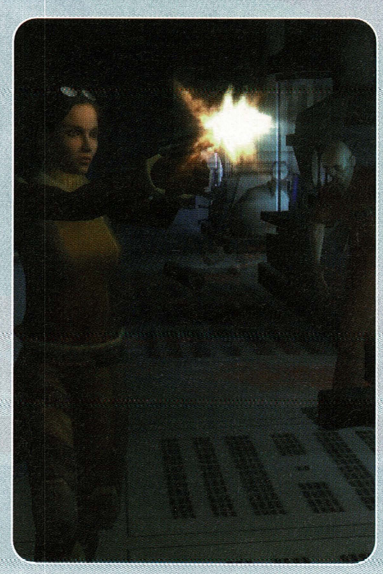
The high production values belie the budget price point, which makes it an attractive proposition for all gamers.



AT A GLANCE

What the maker says:
"The game has it all – nine exciting missions, tactical level combat and planning with many solutions to defeat the enemy, strong atmosphere and chilling and suspense arousing music."

From the maker of:
Diabolique - Licence to Sin, Gorky Zero, Archangel, Gorky 17, The Prince and the Coward



ESSENTIALS

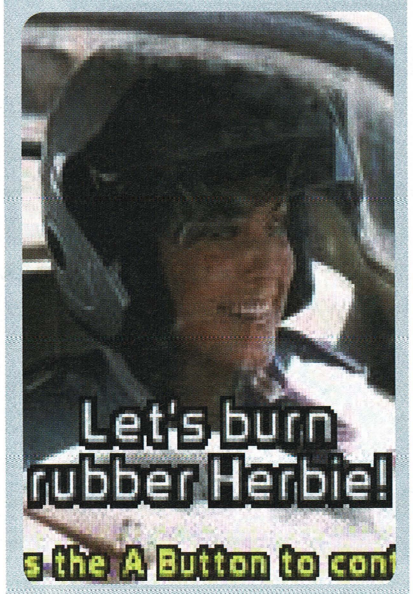
GENRE: .....Action/Stealth
DEVELOPER: .....Metropolis Software
PUBLISHER: .....Enlight Entertainment
STREET DATE: ..... July 29th
STREET PRICE: £19.99
DISTRIBUTOR: .....Pinnacle
CONTACT NO: 01923 450 000

HERBIE FULLY LOADED

bvg Buena Vista Games

FORMAT: GBA

http://buenavistagames.go.com



This summer sees the return of Herbie to movie screens, and with the ample assistance of jailbait flavour of the month Lindsay Lohan, Disney looks like replicating the success of the previous films from the Seventies and Eighties.

BVG will be looking for similar success with this Game Boy Advance title, released to co-incide with the movie. The game itself is a 3D racer in which Herbie's mood and abilities are affected by the gamer's actions. The story mode features in-game movie clips and stars the ubiquitous Lohan and will undoubtedly please fans of the movie.

AT A GLANCE

What the maker says:
"The video game offers fans a chance to slip behind the wheel of one of the world's most beloved cars, Herbie the Love Bug, while enjoying fun power-ups, personalized racing moves, hazards and free replays of unlocked races."

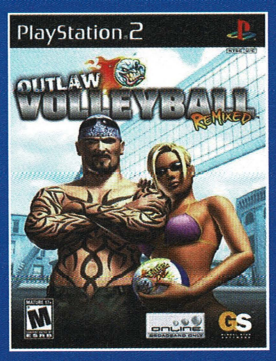
From the maker of:
Delta Force: Black Hawk Down, Tron 2.0: Killer App, Crash n Burn, ATV Offroad Fury 3, Sudeki

ESSENTIALS

GENRE: .....Racing
DEVELOPER: .....Climax
PUBLISHER: .....Buena Vista Games
STREET DATE: .....August 5th
STREET PRICE: £24.99
DISTRIBUTOR: .....Centresoft
CONTACT NO: 020 8222 1314

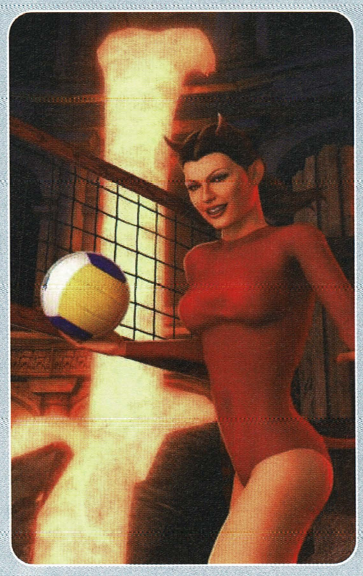
OUTLAW VOLLEYBALL: REMIXED

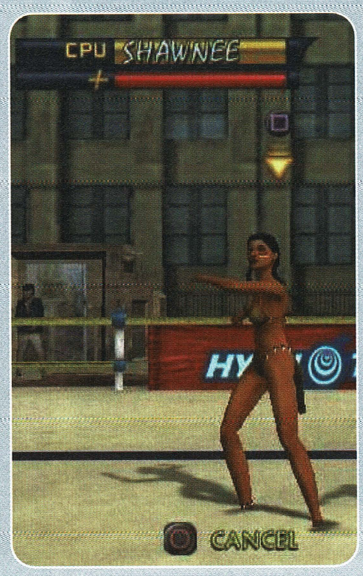
GS Global Star Software



FORMAT: PS2

www.hypnotix.com





Just in time for the summer months, *Outlaw Volleyball Remixed* arrives in stores on July 29th, complete with easy to learn gameplay, four-way multiplayer and the obligatory scantily-clad females.

A variety of new features justify the *Remixed* subtitle, with two new courts, new baseball and ping pong modes, a fresh character and a new online multiplayer mode which will have gamers serving and spiking with players from across the world.

The arcade gameplay, online multiplayer and sub-£20 price point will make this an attractive proposition.

AT A GLANCE

What the maker says:
"Remix is the battle cry in this revamped volleyball free-for-all. Choose your court, choose your bikini and serve up the attitude in Outlaw Volleyball: Remixed with all-new, exclusive features for the PlayStation 2."

From the maker of:
Outlaw Golf 2, Deer Avenger 4

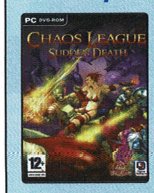
ESSENTIALS

GENRE: .....Sports
DEVELOPER: .....Hypnotix
PUBLISHER: .....Global Star
STREET DATE: .....July 29th
STREET PRICE: £19.99
DISTRIBUTOR: .....Gem
CONTACT NO: 01753 496 600

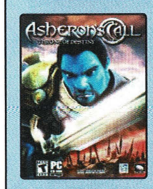
ON THE RADAR

Forthcoming releases with above average sales potential...

From July...

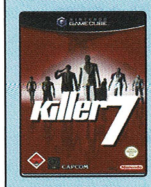


Chaos League Sudden Death
Digital Jesters
PC
This RTS/RPG is looking good for a top ten chart position.



Asheron's Call
Codemasters
PC
Codemasters enters the ever expanding MMORPG market with this offering on July 22nd.

Space Invaders Revolution
Atari
DS
The original creator returns in this classic retro romp.



Killer 7
Capcom
PS2/GC
Lots of hype and lots of mystery will finally conclude when this highly anticipated title hits stores.

Fantastic Four
Activision
PS2/Xbox/GC/PC/GBA
No summer blockbuster is complete without a game tie-in, and Fantastic Four is no exception.

Brian Lara International Cricket
Codemasters
PS2/Xbox/PC
Silly mid off? You what? Cricket returns to consoles this July.

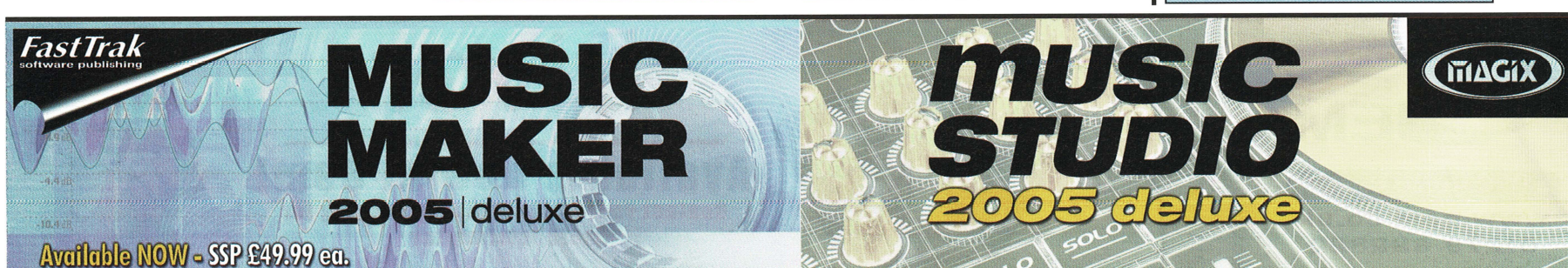
Delta Force: Black Hawk Down
Novalogic
PS2/Xbox
50 player online deathmatches are an amazing prospect on Xbox.

From August...

Pilot Down: Behind Enemy Lines
Oxygen
PS2/Xbox
Not only have you crashed, but people want to kill you. Bummer.

Resident Evil Outbreak: File 2
Capcom
PS2
Capcom wakes and finally takes the series online in Europe.

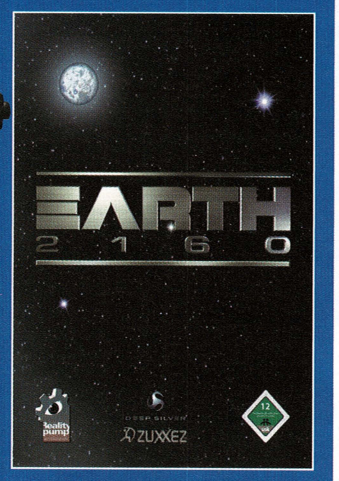
Fable: Lost Chapters
Microsoft
PC
The much celebrated player-centric RPG gets some additions on PC this August.



EARTH 2160

DEEP SILVER

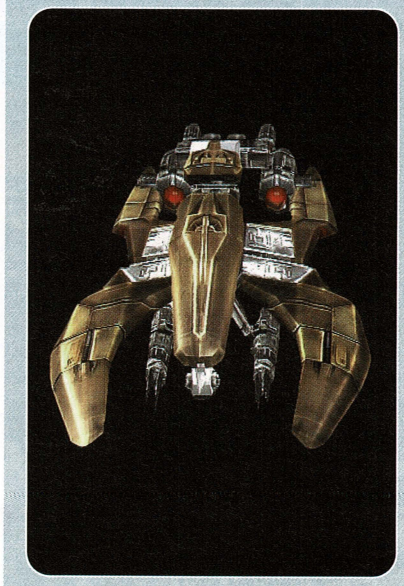
www.earth2160.com



FORMAT: PC

This third title in the *Earth* series aims to take the future war franchise further than ever before with a range of new features. A new 'Modular Construction' system will allow players to create buildings, units and troops from a wide range of assorted parts, meaning that every army is unique. Another new feature is the 'Virtual Agents' that are available for hire by players, each offering different battle skills.

The game uses the latest Earth-4 graphics engine that brings an as yet unseen level of detail to the RTS genre. The engine uses shader technology for realistic surfaces and liquids, and the AI system ensures that units operate in a realistic manner. Four different playable parties are included, each with their own basic abilities. The single player mode stretches over 28 missions, whilst multiplayer provides ten skirmish maps and four multiplayer modes, each with an additional ten maps.



AT A GLANCE

What the maker says:
"Sequel of the award winning *Earth* series, *Earth 2160* sets a new milestone in the RTS genre. *Earth 2160* brings an as yet unseen level of detail to the RTS genre, utilising the latest DirectX 9 technology."

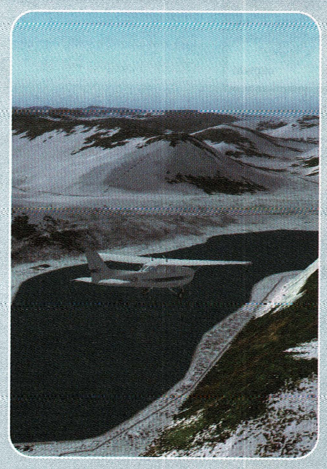
From the maker of:
Knightshift, Heli Heroes, WWIII, Earth 2150, Earth 2140

ESSENTIALS

GENRE: .....Real Time Strategy
DEVELOPER: .....Reality Pump
PUBLISHER: .....Deep Silver
STREET DATE: ..... August 26th
STREET PRICE: £34.99
DISTRIBUTOR: .....Koch Media
CONTACT NO: 0800 1691341

FSCENE VOL 1,2 & 3

Just Flight



www.justflight.com

FORMAT: PC

Flight simulators have always been a very serious business for those with an interest, and these latest additions are no exception. Owners of *Flight Simulator* unsatisfied with the title's representation of certain areas will be delighted to hear that this new range of expansion packs should address many of their problems.

The programme transforms the default scenery textures of *Flight Simulator 2002/2004* to something with far greater realism.

Mountains, forests, jungles and deserts all take on a far more three-dimensional feel, with optimised textures and an improved frame rate.

FScene comes in three distinct regional variations: Europe & Africa, North & South America and Asia, Australia & New Zealand. Specialist flight sim sites have spoken very positively of the package and it looks set to be a must-have piece of software for all fans of *Flight Simulator*.

AT A GLANCE

What the maker says:
"FScene is a captivating and subtle makeover for the default scenery of Flight Simulator 2004 and 2002. The three volumes, due for simultaneous release in late July, cover a huge swathe of the planets surface and are set to transform simulated flying in all four virtual seasons."

From the maker of:
FScene 2002, FScene 2004

ESSENTIALS

GENRE: .....Flight Simulation
DEVELOPER: .....Ruud Faber
PUBLISHER: .....Just Flight
STREET DATE: ..... July 22nd
STREET PRICE: .....TBC
DISTRIBUTOR: .....Gem
CONTACT NO: 01480 462748

GEM
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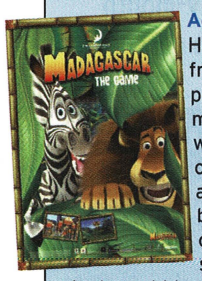
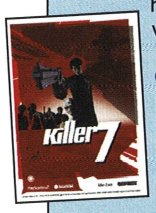
POINT OF SALE



Activision: A trio of Hollywood blockbusters from Activision means a plethora of point of sale material. *Madagascar* will be supported by cubes, standees, Xbox and PS2 oversized boxes, counter tops, ceiling hangs, double-sided posters, window vinyls, wobblers, PS2 and Xbox inlays and carrier bags. *Fantastic Four* has PS2 and Xbox inlays, counter tops, Xbox and PS2 oversized boxes and double-sided posters available. Chart-topper *Star Wars Episode III* also has standees, cubes, counter cards, Xbox and PS2 oversized dummy boxes, hanging banners and window vinyls for display in-store.



Capcom: *Killer 7* has sales sheets, cubes, standees, posters, PS2 and GC inlays and carrier bags available from Channel Games.

Empire: *Big Mutha Truckers 2* is supported in-store with A2 double-sided posters and open/close signs, with A2 posters also available for the forthcoming *Hello Kitty Roller Rescue.*

Nokia: A2 posters, oversized boxes and wings for N-Gage game pods are available for *Worms World Party*. Meanwhile, posters, oversized boxes and wings for N-Gage pods are also available for new racer *Glimmerati.*

Oxygen: *Perfect Ace 2* and *Pilot Down: Behind Enemy Lines* each have A2 posters available, with A2 posters and A4 window vinyls available for shooter *Conspiracy: Weapons of Mass Destruction.*

SCi: *Total Overdose* has A2 posters available for in-store support.

Sega: MMORPG *The Matrix Online* is promoted through A2 posters, oversized boxes and standees. *Tenchu: Fatal Shadows* has A2 posters and oversized boxes available for display. Point of sale material for *Spartan: Total War* is coming soon.

Take 2: *GTA: San Andreas* is supported by PC and Xbox pre-order sleeves, A2 posters, counter cards, Xbox oversized boxes and standees. *Close Combat: First to Fight* and *Stronghold 2* each have A2 posters for display in-store.

CHANNEL GAMES

All of the merchandise listed is available from Channel Games. For further details, simply log on to its dedicated POS online store www.gamespos.com. For all your retail, merchandising and POS requirements, please call Jason Evans on 07812 353116, or email him on jevans@channel-advantage.co.uk

PRICE CHECK: SHEFFIELD

GAME TITLE	*Juiced* THQ PS2	*Area 51* Midway XBOX	*World of Warcraft* Vivendi PC	*Pac Pix* Namco DS
GAME	£32.99	£32.99	£34.99	£29.99
gamestation	£32.99	£29.99	£32.99	£29.99
HMV	£29.99	£32.99	£34.99	£29.99
PC WORLD	£27.99	£39.99	£34.99	N/A
Virgin megastores	£32.99	£29.99	£29.99	£29.99
Currys	£29.99	N/A	£34.99	£29.99

Juiced is priced competitively, with the specialist stores among the most expensive. *Area 51* ranges from £29.99 to £39.99, with *Pac-Pix* consistently priced at £29.99. Virgin Megastores shows the cheapest price for *World of Warcraft* at under £30.

MARGIN MAKER

Each week MCV highlights a potential profit spinner...

Radica Xbox FPS Master Joypad

- Compatible with all games but designed specifically for first person shooters
- Features an intuitive control set-up that enables gamers to access buttons without taking their thumbs off the analogue sticks
- Buttons are fully programmable using the LCD display including three programmable presets
- Gun-like triggers and handles add to game atmosphere and authenticity
- Features expansion port for an Xbox Live headset.
- RRP: £24.99
- Contact: Just Distribution: 01992 703 810

STORE PROMOTIONS

PS2: £129.99 will get you a slim PS2, copies of *MaXXed Out Racing, Need for Speed Underground* and a third party steering wheel. Alternatively, you can get a slim PS2, third party joypad and copies of *He-Man, Spyro: Enter the Dragonfly, Crash Twinsanity* and *Junior Board Games* for £134.99.
Xbox: For £124.99 you can get an Xbox, third party pad and copies of *Outrun 2* and *Sonic Mega Collection.*
DS: The one DS bundle gives you a DS console and a copy of *Zoo Keeper* for £104.99.
GBA: For £69.99 you get a silver SP console and a copy of *Spongebob Squarepants: Battle for Bikini Bottom.*

PS2: A silver slimline console, with official DVD remote control and copies of *FIFA 2004* and *WRCII* is available for £119.99, or for the same price you can also get a black slimline console with copies of *Hot Wheel Stunt Track Challenge, Spongebob: Revenge of the Flying Dutchman, 007 Nightfire* and *Spider-man 2.*
Xbox: £109.99 will get you a console and copies of *Spongebob: Battle for Bikini Bottom* and *Oddworld Munch's Oddysee.* Alternatively, there's the console and *Scooby Doo Mystery Mayhem, Total Club Manager 2005, Harry Potter Quidditch World Cup, SSX3* and *Shrek 2.*
Gamecube: £59.98 will get you a console, *Harry Potter and the Chamber of Secrets* and *Donkey Konga* along with a bongo controller. For the same price you can get a platinum console and copies of *Mario Kart Double Dash* and *Shark Tale.*
DS: For £149.99 you'll get a silver DS, a starter pack including two screen protectors, cleaning cloth, three stylus pens, three game storage cases and a travel wallet, copies of *Asphalt Urban GT* and *Zoo Keeper* and an additional two GBA children's video cartridges.

INDIE VOICE

The importance of pre-orders...

WITH new consoles so near and yet so far, retail is busy fighting it out with pre-order campaigns.

But anyone that thinks it is as simple as putting up a piece of POS and taking a name, an address and a deposit, needs to think again. A retailer's pre-order campaign is just as important as the launch. Here's why.

The pre-order communication is the customer's first connection between your business and the product. If you get the message right, price right and then deliver the product, you will have a very happy customer. Get it wrong and customers will go elsewhere.

If you get your pre-order numbers wrong, be prepared for disaster on day one. If you take more pre-orders than units of stock, you will have unhappy pre-order customers and unhappy customers in-store.

The pre-order mechanic is also very important. There are two pre-order mechanics currently running at Woolworths. Customers can order the new *Harry Potter* book for a deposit of £1 and the PSP for a deposit of £20.

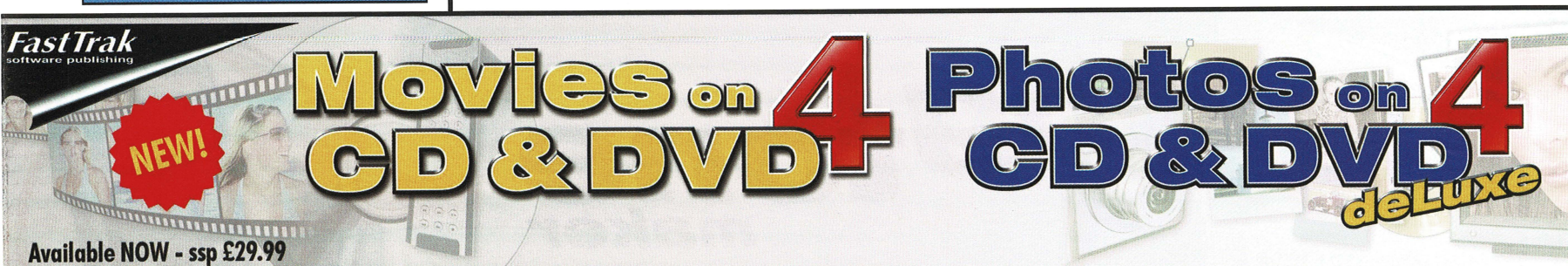
The difference is that there will be plentiful stock of *Harry Potter*. We can afford to hold back copies for people that don't come in to collect on day one because there will be another book to sell.

PSP stock is less clear. Numbers will be limited and we can't afford to hold back stock for it never to be collected. Research has shown that 20 quid is the price point where people become very serious about their purchases.

"A retailer's pre-order campaign is just as important as the launch"

Pre-order is a crucial cog in the whole marketing programme for the hottest products. Get it right and you will be on course for delivering the best possible result for your business, get it wrong and you go into launch with both hands tied behind your back.

Gerry Berkley,
Trading Manager Games,
Woolworths



GAMES PRESS GUIDE

MCV takes a look at what the gaming press thinks of the latest new releases. This week, potty-mouth squirrel Conker makes a welcome return on Xbox...

	GAME TITLE	FORMAT	MAGAZINE	SCORE	REVIEWER'S COMMENTS
	Conker: Live and Reloaded Microsoft	Xbox	*Official Xbox Magazine*	9.0/10	*"Rare finally delivers a game worthy of its pedigree. A wildly funny, charmingly crude and immensely playable title."*
	Conker: Live and Reloaded Microsoft	Xbox	*XBM*	8/10	*"The net result is a game that works well as both a platform adventure and a multiplayer frag fest. This means that anyone who owns Conker has the best of both worlds."*
	Conker: Live and Reloaded Microsoft	Xbox	*Xbox World*	9/10	*"Never mind Conker Reloaded – think of it as a free bonus game. Instead, rejoice in the fact that Conker Live is absolute genius. You need this. Now."*
	Conker: Live and Reloaded Microsoft	Xbox	*Games Domain*	8/10	*"If you're in the mood for a retro-styled, light-hearted platform game, you'll love Conker. Equally, if you're looking for Xbox Live thrills, it'll be right up your street."*
	Grand Theft Auto: San Andreas Take 2	Xbox	*Official Xbox Magazine*	9.6/10	*"Delivers an unbelievable amount of new features while polishing up all the things that the GTA series already did well."*
	Grand Theft Auto: San Andreas Take 2	Xbox	*Gamespy*	5/5	*"It looks and sounds better than ever. If you've been searching for the best Grand Theft Auto experience around, look no further: San Andreas is the real deal."*
	Grand Theft Auto: San Andreas Take 2	Xbox	*Games Domian*	9/10	*"By far the biggest game in the series. Gamers who aren't turned off by the illegal activities will find this to be one of the most engrossing games ever produced."*
	Grand Theft Auto: San Andreas Take 2	Xbox	*Eurogamer*	9/10	*"Divisive though its hip-hop ideology may be, and under-furnished some areas may feel, it still edges close enough often enough to be worthy of one of our highest marks."*
	Big Mutha Truckers 2 Empire	PS2	*Play*	84%	*"The original game was great and the sequel offers even more high octane action – if you're looking for a crazy arcade thrill, then you'll be in hog heaven."*
	Big Mutha Truckers 2 Empire	PS2	*XBM*	8/10	*"If you enjoyed the original game, you cannot fail to be entertained by this faster, more thrilling sequel."*

CAMPAIGN OF THE WEEK

Memories of multiplayer SNES madness are resurrected this week, as Ubisoft punts Bomberman back into view for a new generation of competitive destruction...

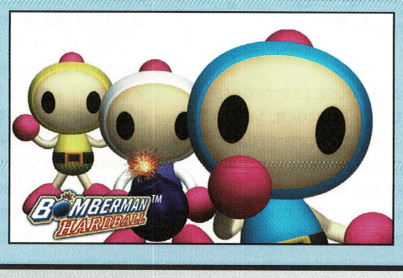
BOMBERMAN

Publisher: Ubisoft
Developer: Hudson Soft
Format: DS
Release date: July 8th

Promotion: News and previews have been appearing across many of the key games magazines. The first review has appeared in *NGC* and received a respectable 4/5 rating. A range of competitions are appearing in various kid's media such as Toxic, CiTV, Disney Big Time, Kraze Club, Cartoon Network Comic, Ministry of Mayhem, Nickelodeon, The Saturday Show and Jetix. There will also be competitions in *Nintendo Official Magazine* and *Gamesmaster*.

Online: A huge online campaign is being organised that will focus on a new *Bomberman* mini-website, www.bombermanbattle.com/uk, which offers a mini playable *Bomberman* game. From June 27th online advertising will run for one month targeting 13-24 year-old casual male gamers via the MSN and AOL game pages. There will be sponsorship of the Gamesradar and CVG newsletters for the more hardcore gamers. There will also be a banner on the *FHM* website to target older males.

POS: A range of meshcards is available boasting assorted character designs from the game. These cards are free to visitors of www.bombermancards.com. Retailer GAME is providing £5 money-off vouchers to everyone that orders a free set of meshcards, while consumers that circulate the most meshcards to their friends can qualify to receive prizes such as a copy of *Bomberman Hardball* for PS2 or *Bomberman* on DS.



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Supermarket sweep

The supermarkets have shaken up the games retail community with their dramatic price cutting initiatives. But is the value matched by the quality of the customer service? Coutts UK account manager Claire Gunn subjects Asda Park Royal to the Mystery Shopper challenge...

ATMOSPHERE – 7/10

There is a definite entertainment zone. Music, film and gaming are all given their own space. Hip-hop is playing rather than the stereotypical in-store radio you might expect.

EASE OF SHOPPING – 7/10

There are three predominant colours – yellow for games, blue for film and red for music. These are used on headers and shelf strips to mark the sections. The system works, it's easy to orient yourself and it allows Asda to place a DVD bay amongst gaming without causing confusion.

The headers are clear; it's easy to see what type of game is where. However, as is the case with most non-specialist stores, there's nowhere to trial a game. Not even a screen in sight to play the latest clips.

There's a chart that lists the top 30 games for the various consoles and the corresponding games are arranged accordingly in numerical order as you'd expect. However, the back catalogue lacks order and games don't seem to be arranged by genre or alphabetically. There may be great offers such as a bay for PC Under £10, but it's not easy to browse the category.

DISPLAY & MERCHANDISING – 7/10

There are bold headers using Asda's own terminology and language. There are five big posters above the main gaming bays. Four out of five posters featured films or music on special offer, so on first impression it seemed that gaming might have been the poor relation. But a quick check of the banners on the DVD wall on the opposite side of the section revealed that *Devil May Cry 3* and *Forza Motorsport* took pride of place. So there's some well calculated cross selling going on throughout the department. There are no character standees or off shelf displays for gaming.

Asda's games department was awarded good scores across all the categories

BRAND EXPERIENCE – 7/10

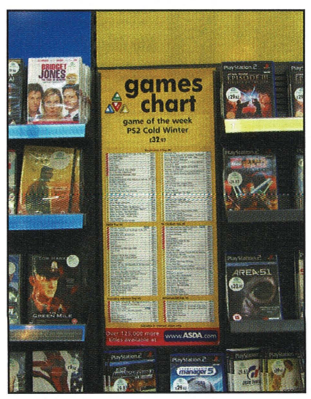
There are no external brands – everything is Asdafied. But this is consistent. As you'd expect, there's plenty of emphasis on 'low prices' 'Asda price', 'always low prices' and 'WOW' messages abound. The price message is true, as *Star Wars Episode III* at £29.83 beats Amazon's £29.99 special (just).

STAFF – 7/10

No-one offered assistance whilst I was in the section – although there were staff behind the counter that I could have approached. Mind you, I wouldn't expect to get offered help in a supermarket if I was just browsing.

WOULD YOU GO BACK?

There's nowhere to demo the games and there's nothing to make me hang around in this department. But hey, I can slap my back pocket if I shop here. ■



The in-store displays have all been 'Asdafied', with an emphasis on price

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GIZMONDO

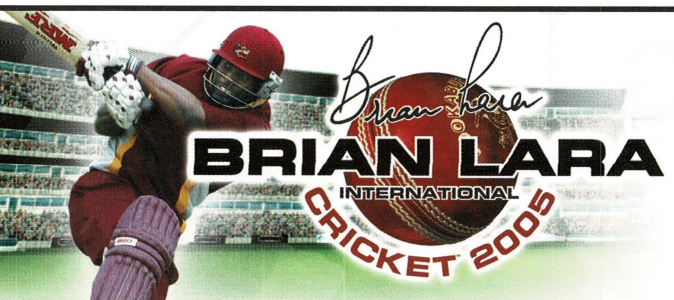
A-Z

Aquanox - The Angels Tears ..... September 2nd
Armoured Core: Nexus ..... September 16th
Asheron's Call ..... July 22nd
Aurora Watching ..... July 29th
Bet On Soldier ..... September 9th
Blitzkrieg II ..... September 9th
Brian Lara International Cricket ..... July 21st
Brotherhood of the Blade ..... August 26th
Call of Cthulhu: Dark Corners ..... September 16th
Chaos League: Sudden Death ..... July 15th
Charlie and the Chocolate Factory ..... July 22nd
Chicken Shoot ..... August
Chrome: Specforce ..... July 15th
Classified: The Sentinel Crisis ..... July 29th
Codename Panzers Phase 2 ..... July 22nd
Colin McRae Rally 2005 ..... September 1st
Darkstalkers Chronicle: Chaos Tower ..... September 1st
Dead to Rights II ..... August 5th
Delta Force: Black Hawk Down ..... July
Digimon World ..... September 2nd
Dragonshard ..... September 23rd
Driv3r ..... September 2nd
Dungeon Siege 2 ..... Summer
Dynasty Warriors ..... September 1st
Earth 2160 ..... August 26th
Echo Night Beyond ..... August 12th
ER The Game ..... September 9th
Fable: The Lost Chapters ..... Summer
Fahrenheit ..... September 9th
Fantastic Four ..... July 15th
Flying Club ..... July 29th
Ford Mustang ..... July 15th
FScene Vol.1 ..... July 22nd
FScene Vol.2 ..... July 22nd
FScene Vol.3 ..... July 22nd
GameTrak: Real World Golf ..... August 26th
Getting Up: Contents Under Pressure ..... September 16th
Ghost Recon 2: Summit Strike ..... August 26th
Gulf War: Desert Storm ..... August 26th
Herbie Fully Loaded ..... August 5th
Heroes of the Pacific ..... September 9th
Killer 7 ..... July 15th
Kingdom Under Fire: Heroes ..... September 16th
Kuon ..... September 16th
Lumines ..... September 1st
Megaman Battle 5: Double Team ..... September 16th
Megaman Zero 4 ..... September 16th
Mig Alley 2 ..... August 26th
Mortal Kombat: Shaolin Monks ..... September 23rd
Moto GP Ultimate Racing Technology 3 ..... September 2nd
Musashi: Samurai Legend ..... September 9th
Neuro Hunter ..... August 19th
Office Life ..... July
Outlaw Volleyball: Remixed ..... July 29th
Pacman Pinball ..... August
Pacman World 2 ..... August
Pilot Down: Behind Enemy Lines ..... August 5th
Powerdrome ..... July 29th
Premier Manager 2005/2006 ..... August
Rally Manager ..... September 23rd
Resident Evil Outbreak File 2 ..... August 26th
Roads & Rivers of Europe ..... July 8th
Rome: Total War - Barbarian Invasion ..... August
Sacred Gold ..... August 1st
Sid Meier's Pirates! ..... July 22nd
Snood 2 ..... August
Space Invaders Revolution ..... July 8th
Spider-Man 2 ..... August 26th
Steel Empire ..... July 29th
Taito Legends ..... September 9th
TOCA Race Driver 2 ..... September 1st
Tom Clancy's Rainbow Six Lockdown ..... September 9th
Tony Hawk's Underground 2: Remix ..... August 26th
Top Spin ..... September 9th
Universal Combat: A World Apart ..... July 15th
Virtual Pool: Tournament Edition ..... July 8th
Wild Water Adrenaline ..... July 22nd
Worms 4: Mayhem ..... July 29th
Yu Yu Hakusho Dark Tournament ..... July 15th
Zoo Tycoon ..... September 9th

Retro revival for DS owners

Ubisoft's *Bomberman* and Atari's *Space Invaders Revolution* are released next Friday to give DS owners a slice of old-school action. Meanwhile, Take 2's *Virtual Pool: Tournament Edition* arrives for Xbox and Just Flight's *Roads and Rivers of Europe* also touches down on July 8th...

	Title	Format	Genre	Publisher	Telephone	Distributor	Release Date
FROM JULY 8TH ONWARDS	*Bomberman*	DS	Puzzler	Ubisoft	01923 838230	Pinnacle	July 8th
	Space Invaders Revolution	DS	Arcade	Atari	020 8222 9700	Advantage	July 8th
	Virtual Pool: Tournament Edition	Xbox	Sports	Take 2	01753 496 613	Gem	July 8th
	Roads & Rivers of Europe	PC	Flight Sim	Just Flight	01480 462748	Gem	July 8th
	Killer 7	PS2/GC	FPS	Capcom	020 8846 2880	Open	July 15th
	Fantastic Four	PS2/Xbox/GC/PC/GBA	Action/Adventure	Activision	01753 756100	Centresoft	July 15th
	Chrome: Specforce	PC	FPS	Deep Silver	0800 1691341	Koch	July 15th
	Ford Mustang	PS2/Xbox	Racing	Take 2	01753 496 613	Gem	July 15th
	Chaos League: Sudden Death	PC	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	July 15th
	Universal Combat: A World Apart	PC	Strategy	DreamCatcher	01293 582 630	Mindscape	July 15th
	Yu Yu Hakusho Dark Tournament	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	July 15th
	Brian Lara International Cricket	PS2/Xbox/PC	Sports	Codemasters	01926 814132	Centresoft	July 21st
	Wild Water Adrenaline	PS2	Sports	Digital Jesters	01707 871516	Pinnacle	July 22nd
	Charlie and the Chocolate Factory	PS2/Xbox/GC/PC/GBA	Action/Adventure	Take 2	01753 496 613	Gem	July 22nd
	Asheron's Call	PC	RPG	Codemasters	01926 814132	Centresoft	July 22nd
	Sid Meier's Pirates!	Xbox	Adventure	Take 2	01753 496 613	Gem	July 22nd
	Codename Panzers Phase 2	PC	RTS	CDV	0800 1691341	Koch	July 22nd
	FScene Vol.1	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
	FScene Vol.2	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
	FScene Vol.3	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
	Outlaw Volleyball: Remixed	PS2	Sports	Take 2	01753 496 613	Gem	July 29th
	Worms 4: Mayhem	PS2/Xbox/PC	Strategy	Codemasters	01926 814132	Centresoft	July 29th
	Aurora Watching	PC	FPS	Enlight Software	020 7490 1323	Pinnacle	July 29th
	Classified: The Sentinel Crisis	Xbox	FPS	Take 2	01753 496 613	Gem	July 29th
	Steel Empire	GBA	RTS	Zoo Digital	0114 2413700	Open	July 29th
	Powerdrome	GBA	Racing	Zoo Digital	0114 2413700	Open	July 29th
	Flying Club	PC	Flight Sim	Just Flight	01480 462748	Gem	July 29th
	Office Life	PC	Sports	Digital Jesters	01707 871516	Pinnacle	July
	Delta Force: Black Hawk Down	PS2/Xbox	Action/Adventure	Novalogic	020 7324 8900	Open	July
FROM AUGUST 1ST ONWARDS	*Sacred Gold*	PC	RPG	Ascaron	0800 1691341	Koch	August 1st
	Herbie Fully Loaded	GBA	Racing	BVG	0208 222 1314	CentreSoft	August 5th
	Pilot Down: Behind Enemy Lines	PS2/Xbox/PC	Action/Adventure	Oxygen	01933 446 424	Centresoft	August 5th
	Dead to Rights II	PS2/Xbox	Action/Adventure	EA	01923 450000	Pinnacle	August 5th
	Echo Night Beyond	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	August 12th
	Neuro Hunter	PC	Action Adventure	Deep Silver	0800 1691341	Koch	August 19th
	Mig Alley 2	PC	Flight Sim	GMX	020 8309 3600	Pinnacle	August 26th
	187 Ride or Die	PS2/Xbox	Combat/Racing	Ubisoft	01923 838 230	Pinnacle	August 26th
	Ghost Recon 2: Summit Strike	Xbox	FPS	Ubisoft	01923 838230	Pinnacle	August 26th
	Gulf War: Desert Storm	PC	Action/Adventure	GMX	020 8309 3600	Pinnacle	August 26th
	Earth 2160	PC	RTS	Deep Silver	0800 1691341	Koch	August 26th
	GameTrak: Real World Golf	PS2/PC	Sports	In2Games	01923 774 123	Mad Catz	August 26th
	Resident Evil Outbreak File 2	PS2	Action/Adventure	Capcom	020 8846 2250	Open	August 26th
	Spider-Man 2	PSP	Action/Adventure	Activision	01753 756100	Centresoft	August 26th
	Tony Hawk's Underground 2: Remix	PSP	Skateboarding	Activision	01753 756100	Centresoft	August 26th
	Brotherhood of the Blade	PSP	Action/RPG	Activision	01753 756100	Centresoft	August 26th



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FROM SEPTEMBER 1ST ONWARDS

Title	Format	Genre	Publisher	Telephone	Distributor	Release Date
Pac-Man World 2	GBA	Platformer	Zoo Digital	0114 2413700	Open	August
Chicken Shoot	GBA	Platformer	Zoo Digital	0114 2413700	Open	August
Rome: Total War - Barbarian Invasion	PC	Strategy	Activision	01753 756100	Centresoft	August
Snood 2	GBA/DS	Action/Adventure	Zoo Digital	0114 2413700	Open	August
Premier Manager 2005/2006	PS2/GBA/PC	Sports	Zoo Digital	0114 2413700	Open	August
Pac-Man Pinball	GBA	Pinball	Zoo Digital	0114 2413700	Open	August
Dungeon Siege 2	PC	RPG	Microsoft	0870 6010100	Gem	Summer
Fable: The Lost Chapters	PC	RPG	Microsoft	0870 6010100	Gem	Summer
Lumines	PSP	Puzzler	Ubisoft	01923 838230	Pinnacle	September 1st
Colin McRae Rally 2005	PSP	Racing	Codemasters	01926 814132	Centresoft	September 1st
Darkstalkers Chronicle: Chaos Tower	PSP	Fighting	Capcom	020 8846 2250	Open	September 1st
Dynasty Warriors	PSP	Action/Strategy	Koei	01462 476130	Open	September 1st
TOCA Race Driver 2	PSP	Racing	Codemasters	01926 814132	Centresoft	September 1st
Moto GP Ultimate Racing Technology 3	PC/Xbox	Racing	THQ	01483 767 656	Advantage	September 2nd
Aquanox - The Angels Tears	PS2	Action Adventure	JoWooD	0800 1691341	Koch	September 2nd
Driv3r	GBA	Racing	Atari	020 8222 9700	Advantage	September 2nd
Digimon World	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	September 2nd
Bet On Soldier	PC	FPS	Digital Jesters	01707 871516	Pinnacle	September 9th
Heroes of the Pacific	PS2/Xbox/PC	Flight Sim	Codemasters	01926 814132	Centresoft	September 9th
Zoo Tycoon	DS	Strategy	THQ	01483 767 656	Advantage	September 9th
Blitzkrieg II	PC	RTS	CDV	0800 1691341	Koch	September 9th
Taito Legends	PS2/Xbox/PC	Arcade	Empire	020 8343 7337	Open	September 9th
Tom Clancy's Rainbow Six Lockdown	PS2/Xbox/GC	Action/Adventure	Ubisoft	01923 838230	Pinnacle	September 9th
ER The Game	PC	Strategy	Legacy Interactive	01293 582 630	Mindscape	September 9th
Fahrenheit	PS2/Xbox/PC	FPS	Atari	020 8222 9700	Advantage	September 9th
Musashi: Samurai Legend	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	September 9th
Top Spin	PS2	Sports	Take 2	01753 496 613	Gem	September 9th
Megaman Zero 4	GBA	Action/Adventure	Capcom	020 8846 2250	Open	September 16th
Getting Up: Contents Under Pressure	PS2/Xbox/PC	Action/Adventure	Atari	020 8222 9700	Advantage	September 16th
Megaman Battle 5: Double Team	DS	Action/Adventure	Capcom	020 8846 2250	Open	September 16th
Kingdom Under Fire: Heroes	Xbox	Action	Deep Silver	0800 1691341	Koch	September 16th
Call of Cthulhu: Dark Corners	PS2/Xbox	Action/Adventure	Take 2	01753 496 613	Gem	September 16th
Kuon	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	September 16th
Armoured Core: Nexus	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	September 16th
Mortal Kombat: Shaolin Monks	PS2/Xbox/PC	Fighting	Midway	0207 382 7720	Pinnacle	September 23rd
Dragonshard	PC	Action/Adventure	Atari	020 8222 9700	Advantage	September 23rd
Rally Manager	PC	Racing	GMX	020 8309 3600	Pinnacle	September 23rd

FROM JULY 1ST ONWARDS

BUDGET, BUNDLES AND RE-RELEASES

Crazy Golf World Tour	PS2	Kids Sports	Liquid Games	01933 442 660	Centresoft	July 8th
Kids World	PS2	Kids	Phoenix	01245 465 690	Open	July 8th
The Arcade Vol 1	PS2	Retro	Liquid Games	01933 442 660	Centresoft	July 8th
21 Classic Card Games	PS2	Family	Phoenix	01245 465 690	Open	July 8th
Maniac Mole	PS2	Arcade	Phoenix	01245 465 690	Open	July 8th
Clumsy Shumsy	PS2	Family	Phoenix	01245 465 690	Open	July 8th
Thomas: Building the New Line	PC	Kids	Mindscape	01293 582 630	Mindscape	July 8th
Thomas: The Great Festival Adventure	PC	Kids	Mindscape	01293 582 630	Mindscape	July 8th
Thomas: Trouble on the Tracks	PC	Kids	Mindscape	01293 582 630	Mindscape	July 8th
Thomas: Thomas Saves the Day	PC	Kids	Mindscape	01293 582 630	Mindscape	July 8th
Zoo Vet	PC	Kids	Mindscape	01293 582 630	Mindscape	July 15th
Thief: Deadly Shadows	PC	Action/Adventure	PC Gamer Presents	0207 928 3993	Mastertronic	July 22nd
Conflict Vietnam	PC	Action/Adventure	MAD	0207 928 3993	Mastertronic	July 22nd

FORMAT HIGHLIGHTS

MCV cherry picks the highlights for the most popular formats in the coming months. All dates correct at time of press.

PlayStation 2

Killer 7 ..... July 15th
Fantastic Four ..... July 15th
Ford Mustang ..... July 15th
Brian Lara International Cricket .... July 21st
Charlie and the Chocolate Factory .. July 22nd
Worms 4: Mayhem ..... July 29th
Outlaw Volleyball: Remixed ..... July 29th
Delta Force: Black Hawk Down ..... July
Premier Manager 2005-06 ..... August
Top Spin ..... September 9th

Xbox

Virtual Pool: Tournament Edition .... July 8th
Fantastic Four ..... July 15th
Ford Mustang Racing ..... July 15th
Brian Lara International Cricket .... July 21st
Sid Meier's Pirates! ..... July 22nd
Worms 4: Mayhem ..... July 29th
Classified: The Sentinel Crisis ..... July 29th
Dead to Rights 2 ..... August 5th

Nintendo DS

Space Invaders Revolution ..... July 8th
Bomberman ..... July 8th
Snood 2 ..... August
Zoo Tycoon ..... September 9th

GameCube

Killer 7 ..... July 15th
Fantastic Four ..... July 15th
Charlie and the Chocolate Factory .. July 22nd

Game Boy Advance SP

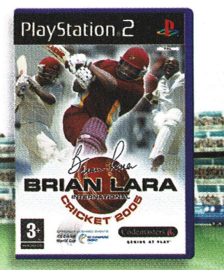
Fantastic Four ..... July 15th
Charlie and The Chocolate Factory .. July 22nd
Steel Empire ..... July 29th
Powerdrome ..... July 29th
Herbie Fully Loaded ..... July 29th
Pac-Man World 2 ..... August

PC

Fantastic Four ..... July 15th
Chaos League: Sudden Death ..... July 15th
Brian Lara International Cricket .... July 21st
Aroura Watching ..... July 29th

GAME ON PS2!! Official PlayStation® 2 Magazine

OUT JULY 21st



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- *Overcome issues of interoperability and other barriers to connected and multiplayer gaming*
- *Examine player usage of a community game and generate stickiness to the game*

> *"I attend many events in the industry and this is the best. Not only does it have an excellent line-up of speakers, the event also allows the best networking opportunities through its interactive format. It seems that Osney spend a great deal of time prior to the event making sure all the delegates and speakers are senior and ensuring they deliver the best conference in the industry"*
>
> *Katja Perminova, President,* **SmartPhoneLabs**
> (attendee at The Mobile Games Forum 2005)

Learn from and discuss issues with our expert speakers:

Lou Fasulo, *Programming & Strategic Partnership for 3G*, **Cingular Wireless**

Simon Dean, *Head of Games*, **O2**

Lincoln Wallen, *CTO, Mobile*, **Electronic Arts**

Jonathan Bill, *Head of Content*, **Vodafone UK**

Mike Grant, *VP Commercial Affairs*, **Superscape**

Graham Thomas, *VP of Content Services*, **T-Mobile International**

Fabian Seydewitz, *Commercial Development Manager*, **Hutchison 3G Austria GmbH**

Alexander Macris, *President & CEO*, **Themis Group, Inc.**

Aleta Ricciardi, *CTO*, **Kayak Interactive**

Sven Hålling, *CEO*, **Terraplay Systems AB**

Matt Spall, *CEO*, **Morpheme Wireles**

Jens Greve, *Partner Manager*, **Sony Ericsson Developer World**

Allen Lau, *CTO*, **Tira Wireless**

Henrik Riis, *CEO*, **watAgame Aps**

Kristian Segerstrale, *VP of Production EMEA*, **Glu Mobile**

Sami Lahtinen, *Executive Producer & CTO*, **Mr.Goodliving Ltd. a subsidiary of RealNetworks, Inc.**

David Buckley, *CTO*, **M7 Networks**

Jani Karlsson, *Senior Manager N-Gage Platform*, **Nokia Multimedia**

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MCV is the only place you'll find all of the official UK charts, plus the indie charts and a comprehensive services directory every week...

ESSENTIAL INFO

The latest instalment of EA's huge war franchise muscles its way to the top spot after two weeks at retail

ALL FORMATS TOP 10

1 MEDAL OF HONOR: EUROPEAN ASSAULT
FORMAT: PS2, XBOX, GC **DEVELOPER:** EA **PUBLISHER:** EA

2	NEW	**BATTLEFIELD 2** PC	DIGITAL ILLUSIONS/EA
3	3	**JUICED** PS2, XBOX, PC	JUICE GAMES/THQ
4	NEW	**DESTROY ALL HUMANS** PS2, XBOX	PANDEMIC/THQ
5	1	**GRAND THEFT AUTO: SAN ANDREAS** PS2, XBOX PC	ROCKSTAR NORTH/ROCKSTAR
6	NEW	**TEKKEN 5** PS2	NAMCO/SONY
7	NEW	**STAR WARS EPISODE III: REVENGE OF THE SITH** XBOX, PS2, DS, GBA	LUCASARTS/LUCASARTS
8	6	**BATMAN BEGINS** PS2, XBOX, GC, GBA	EA/EA
9	5	**LEGO STAR WARS** PS2, XBOX PC, GBA	TRAVELLER'S TALES/EIDOS/GIANT
10	NEW	**CONKER: LIVE & RELOADED** XBOX	MICROSOFT/MICROSOFT

INDIE ALL FORMATS TOP 10

Week ending June 25th
Source: GameGuide/Complete EPOS

BATTLEFIELD 2
EA,
PC

2. *JUICED* PS2 ..... THQ
3. *TEKKEN 5* PS2 ..... SONY
4. *MOH: EUROPEAN ASSAULT* PS2 ..... EA
5. *DESTROY ALL HUMANS,* PS2 ..... THQ
6. *GTA: SAN ANDREAS,* XBOX ..... ROCKSTAR
7. *DESTROY ALL HUMANS,* XBOX ..... THQ
8. *DYNASTY WARRIORS 5,* PS2 ..... KOEI
9. *CONKER: LIVE & RELOADED,* PC ..... MICROSOFT
10. *JUICED* PS2 ..... THQ

Charts compiled by Game Guide/Complete EPOS Solutions.

PRE-ORDERS TOP 10

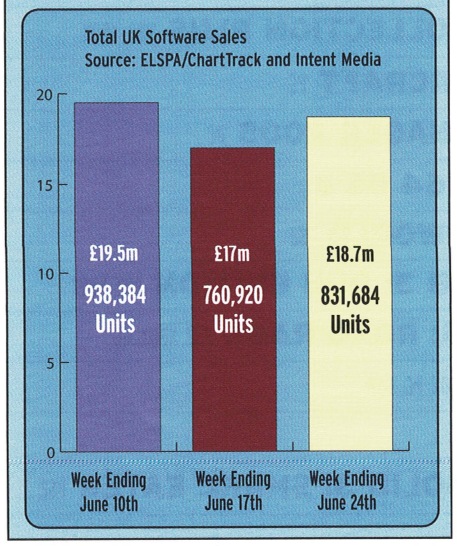
Week ending June 25th
Source: Amazon.co.uk

CRICKET 2005
EA,
PS2, PC, XBOX

2. *GOD OF WAR* (PS2) ..... SONY
3. *FORMULA ONE 05* (PS2) ..... SONY
4. *HALO 2 MULTIPLAYER MAPS* (XBOX) ... MICROSOFT
5. *THE SIMS 2: NIGHTLIFE EXPANSION PACK* (PC) ... EA
6. *GTA: LIBERTY CITY STORIES* (PSP) ..... ROCKSTAR
7. *BRIAN LARA CRICKET* (PS2) ..... CODEMASTERS
8. *AREA 51* (PC) ..... MIDWAY
9. *ROME: TOTAL WAR - INVASION* (PC) ... ACTIVISION
10. *PERFECT ACE 2* (PS2) ..... OXYGEN

Source: Amazon.co.uk amazon.co.uk and you're done

MARKET VALUE



EVENT GUIDE

MCV provides a guide to the key events this year...

July 4th -5th
TIGA Outsourcing Conference
Newcastle
www.tiga.org

August 10th-14th 2005
2005 Edinburgh Interactive Entertainment Festival
www.eief.co.uk

August 17th-21st 2005
Liepzig Games Convention 2005
www.gc-germany.co.uk

GameDevelopers Conference Europe
August 30th - September 1st
Cafe Royal, London
www.gdceurope.com

August 31st
Develop Industry Excellence Awards
London
www.developmag.com

August 31st and September 1st
TIGA Content Market
Piccadilly, London
www.tiga.org

August 31st - September 1st
Games Market Europe
Business Design Centre
London

TOKYO GAME SHOW 2005
September 16th-18th
Tokyo Game Show
tgs.cesa.or.jp

October 25th-26th
Brand Licensing Show
London
www.brandlicensingexpo.com

Austin Game Conference
October 27th-28th
Austin Game Conference
www.gameconference.com

December 1st
Indin
London

December 5th-7th
Game Connection 2005
Lyon, France
www.game-connection.com

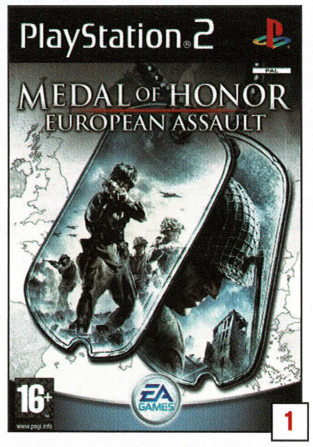
If you have an event you would like featured here, please email Neil.Long@intentmedia.co.uk

ALL FORMATS TOP 40

Week ending Saturday June 25th

THIS WEEK	LAST WEEK	TITLE	DEVELOPER/PUBLISHER
1		**MEDAL OF HONOR: EUROPEAN ASSAULT** FORMAT: XBOX, GC, PS2	DEVELOPER: EA PUBLISHER: EA
2	NEW	**BATTLEFIELD 2** PC	DIGITAL ILLLUSIONS/EA
3	3	**JUICED** PS2, XBOX, PC	JUICE GAMES/THQ
4	NEW	**DESTROY ALL HUMANS** PS2, XBOX	PANDEMIC/THQ
5	1	**GRAND THEFT AUTO: SAN ANDREAS** PS2, XBOX PC	ROCKSTAR/ROCKSTAR
6	NEW	**TEKKEN 5** PS2	NAMCO/SONY
7	NEW	**STAR WARS EPISODE III: REVENGE OF THE SITH** XBOX, PS2, DS, GBA	LUCASARTS/LUCASARTS
8	6	**BATMAN BEGINS** PS2, XBOX, GC, GBA	EA/EA
9	5	**LEGO STAR WARS** PS2, XBOX PC, GBA	TRAVELLER'S TALES/EIDOS/GIANT
10	NEW	**CONKER: LIVE & RELOADED** XBOX	RARE/MICROSOFT
11	9	**CHAMPIONSHIP MANAGER 5** PC, PS2, XBOX	GUSTO GAMES/BEAUTIFUL GAME STUDIOS/EIDOS
12	NEW	**MORTAL KOMBAT: DECEPTION** PS2, XBOX	MIDWAY/MIDWAY
13	8	**PRO EVOLUTION SOCCER 4** PS2, XBOX	KCET/KONAMI
14	7	**AREA 51** XBOX, PS2	MIDWAY/MIDWAY
15	NEW	**DYNASTY WARRIORS 5** PS2	KOEI/KOEI
16	10	**FIFA STREET** PS2, XBOX, GC	EA/EA
17	12	**GUILD WARS** PC	ARENANET/NCSOFT
18	13	**THE SIMPSONS: HIT AND RUN** PS2, XBOX, PC	RADICAL ENTERTAINMENT/VU GAMES
19	14	**TOM CLANCY'S SPLINTER CELL: CHAOS THEORY** PS2, XBOX, PC, GC	UBISOFT/UBISOFT
20	11	**GRAN TURISMO 4** PS2	POLYPHONY DIGITAL/SONY
21	35	**SHREK 2** PS2, XBOX, GBA, GC	AMAZE/LUXOFLUX/VICARIOUS VISIONS/ACTIVISION
22	NEW	**MX VS ATV UNLEASHED** PS2, XBOX	RAINBOW STUDIOS/THQ
23	23	**THE SIMS 2** PC	MAXIS/EA
24	16	**BROTHERS IN ARMS: ROAD TO HILL 30** PS2, XBOX, PC	GEARBOX SOFTWARE/UBISOFT
25	NEW	**ROLLERCOASTER TYCOON 3** PC	ATARI/ATARI
26	18	**THE SIMS 2: UNIVERSITY** PC	MAXIS/EA
27	25	**NEED FOR SPEED: UNDERGROUND 2** PS2, XBOX, DS, PC	EA/EA
28	NEW	**ANOTHER CODE: TWO MEMORIES** DS	CING INC/NINTENDO
29	40	**THE INCREDIBLES** PS2, GBA, XBOX, GC	HEAVY IRON/HELIXE/THQ
30	19	**FIGHT NIGHT ROUND 2** PS2, XBOX, GC	EA/EA
31	29	**SONIC MEGA COLLECTION PLUS** PS2, XBOX	SONIC TEAM/SEGA
32	24	**WORLD OF WARCRAFT** PC	BLIZZARD/VU GAMES
33	27	**FOOTBALL MANAGER 2005** PC	SPORTS INTERACTIVE/SEGA
34	28	**SUPER MARIO 64 DS** DS	NINTENDO/NINTENDO
35	20	**SINGSTAR POPWORLD** PS2	SONY/SONY
36	15	**MIDNIGHT CLUB 3: DUB EDITION** PS2, XBOX	ROCKSTAR/ROCKSTAR
37	30	**THE SIMPSONS: ROAD RAGE** PS2, XBOX, GC	RADICAL ENTERTAINMENT/THQ
38	RE	**FIFA 2005** PS2, XBOX, PC, GBA	EA/EA
39	31	**HALF-LIFE 2** PC	VALVE/VU GAMES
40	37	**METAL GEAR SOLID 3: SNAKE EATER** PS2	KONAMI/KONAMI

Highest New Entry Highest Top 40 Climber



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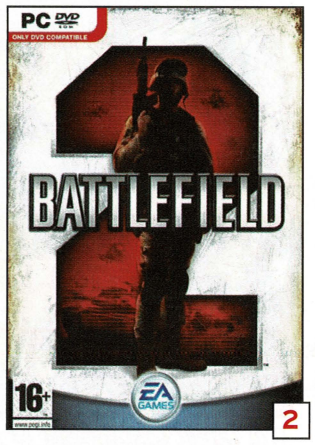

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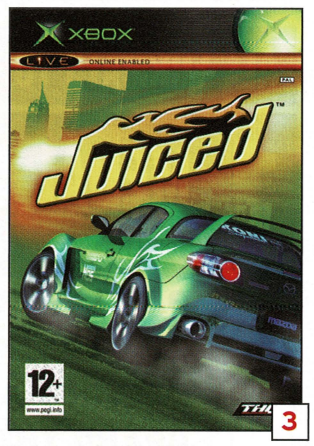

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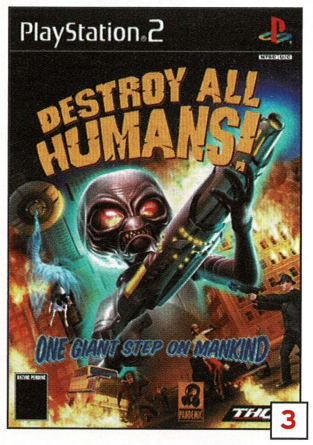

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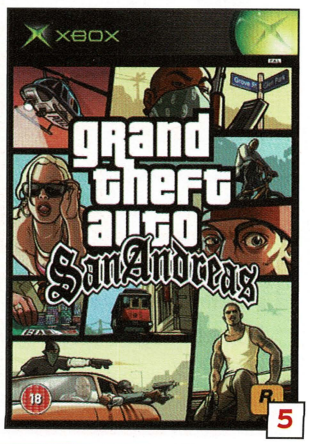

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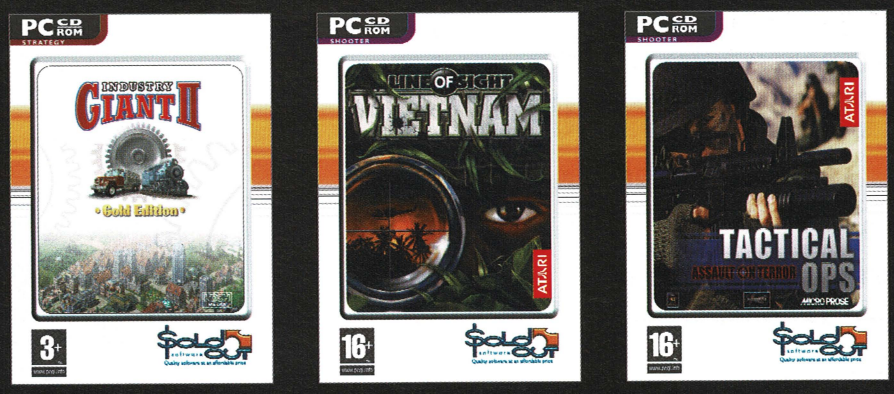

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PC Games

XBOX FULL PRICE

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**GRAND THEFT AUTO: SAN ANDREAS**	DEVELOPER: ROCKSTAR PUBLISHER: ROCKSTAR
2	NEW	CONKER: LIVE & RELOADED	MICROSOFT
3	NEW	DESTROY ALL HUMANS	THQ
4	2	MOH: EUROPEAN ASSAULT	EA
5	3	JUICED	THQ

PLAYSTATION 2 FULL PRICE

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**MOH: EUROPEAN ASSAULT**	DEVELOPER: EA PUBLISHER: EA
2	2	JUICED	THQ
3	NEW	TEKKEN 5	SONY
4	NEW	DESTROY ALL HUMANS	THQ
5	3	STAR WARS EP III: REVENGE OF THE SITH	LUCASARTS

NINTENDO DS FULL PRICE

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**ANOTHER CODE: TWO MEMORIES**	DEVELOPER: CING PUBLISHER: NINTENDO
2	1	SUPER MARIO 64	NINTENDO
3	NEW	STAR WARS III: REVENGE OF THE SITH	LUCASARTS
4	3	NEED FOR SPEED: UNDERGROUND 2	EA
5	4	WARIOWARE TOUCHED!	NINTENDO

GAMECUBE FULL PRICE

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**MOH: EUROPEAN ASSAULT**	DEVELOPER: EA PUBLISHER: EA
2	NEW	RESIDENT EVIL 4	CAPCOM
3	5	BATMAN BEGINS	EA
4	3	DONKEY KONGA 2	NINTENDO
5	4	STAR FOX ASSAULT	NINTENDO

GAME BOY ADVANCE FULL PRICE

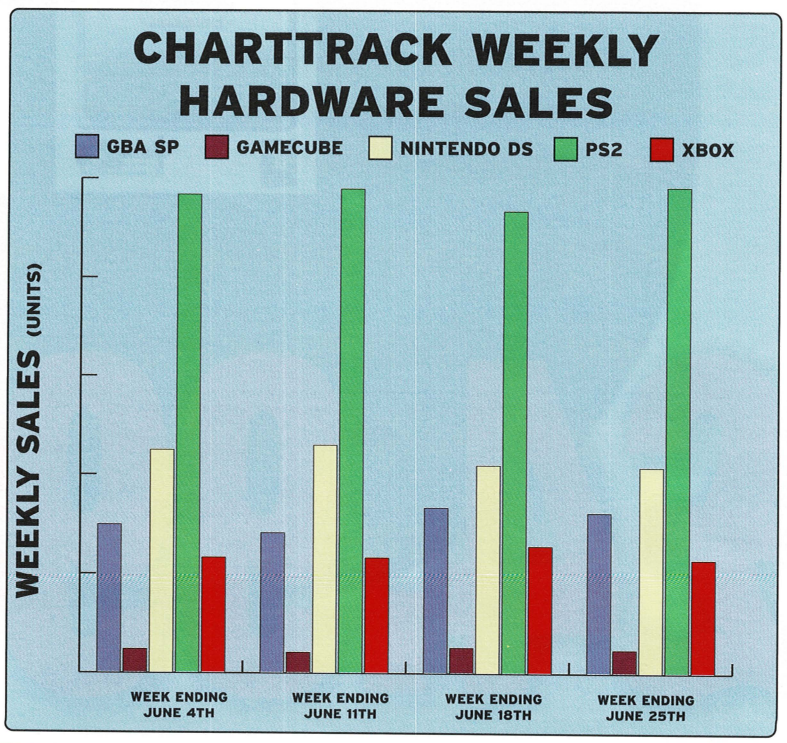
THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**LEGO STAR WARS**	DEVELOPER: GRIPTONITE PUBLISHER: GIANT/EIDOS
2	2	STAR WARS III: REVENGE OF THE SITH	LUCASARTS
3	2	THE SIMPSONS: ROAD RAGE	THQ
4	NEW	THE INCREDIBLES	THQ
5	4	POKÉMON FIRERED	NINTENDO

PC CD-ROM FULL PRICE

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**BATTLEFIELD 2**	DEVELOPER: EA PUBLISHER: DIGITAL ILLUSIONS
2	1	GRAND THEFT AUTO: SAN ANDREAS	ROCKSTAR
3	2	GUILD WARS	NCSOFT EUROPE
4	NEW	ROLLERCOASTER TYCOON 3: SOAKED!	VU GAMES
5	3	THE SIMS 2: UNIVERSITY	EIDOS

PC CD-ROM BUDGET PRICE

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**SIM CITY 3000: UK EDITION**	DEVELOPER: MAXIS PUBLISHER: SOLD OUT
2	4	THEME HOSPITAL	SOLD OUT
3	2	COMMAND & CONQUER: RED ALERT 2	SOLD OUT
4	3	COMMAND & CONQUER: TIBERIAN SUN	SOLD OUT
5	NEW	CSI: CRIME SCENE INVESTIGATION	UBISOFT



DS winning battle of handheld gadgets

A solid marketing strategy from Nintendo has seen the DS outperform its GBA cousin since launch. Kerri Davies reports...

WHAT'S THAT bulge in your pocket? Today it is more likely to be from that must-have gadget rather than the anticipation of another, possibly more shared, activity.

With music, Internet access, games and movies now completely possible on the go, hardware manufacturers of all types are fighting for that precious pocket space.

Amongst the portable 'pass the time' devices to choose from, how successful can a devoted gaming device be? Has Nintendo recognised this and gained even more control of the dedicated gaming audience with the current DS, outperforming the historic and world-renowned GBA?

In reality, DS only realised £3m against £5m on GBA in the later months. Regardless of who bought and when, total quarter software sales for both formats are almost identical, each around £10m.

This requires further explanation. With the DS launching earlier in the first month, it therefore had a longer shelf-life than GBA, ensuring early sales were higher. When taking this into account, the DS slightly underperformed against the GBA's launch some four years previously.

Yet this is not of Nintendo's doing, rather due to our rush towards mass market and a broader audience. With DS quantities 30 per cent higher against an £8 lower price point average, volumes needed to be far higher in order to achieve market value growth.

A rapid increase in first party support from Nintendo, with seven titles, most of key franchises, has added substance to DS.

When first launching any gaming hardware device, manufacturers surely recognise that software is the most important element. Without the shelf space depth of an attractive assortment of titles, it will be hard to capture interest let alone convince consumers to separate with their hard earned cash.

Launch support is key. Figure one highlights the software range availability of GBA, as well as Nintendo DS. With 25 per cent more titles available on the new Nintendo platform this year against 15 on GBA, Nintendo has certainly made its intentions clear.

Also five new publishers, three of them top ten, supported the DS during the launch period. What's more, a rapid increase in first party support from Nintendo, with seven titles, most of recognised franchises, has added major substance to the DS format.

This more solid Nintendo launch preparation is also shown in figure two, with more consumers than ever before becoming early adopters and buying in the first month. With over a third more value initially going through the tills, subsequent second and third months suffered.

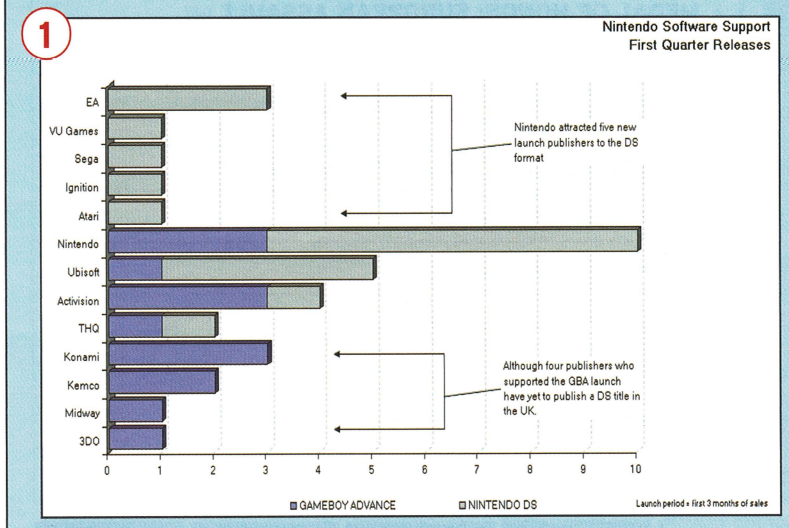
With increased competitive pressure, most would rapidly enhance their marketing investment in order to gain market share. Yet it appears that Nintendo spent similar budgets on above-the-line promotions for each format during the first quarter.

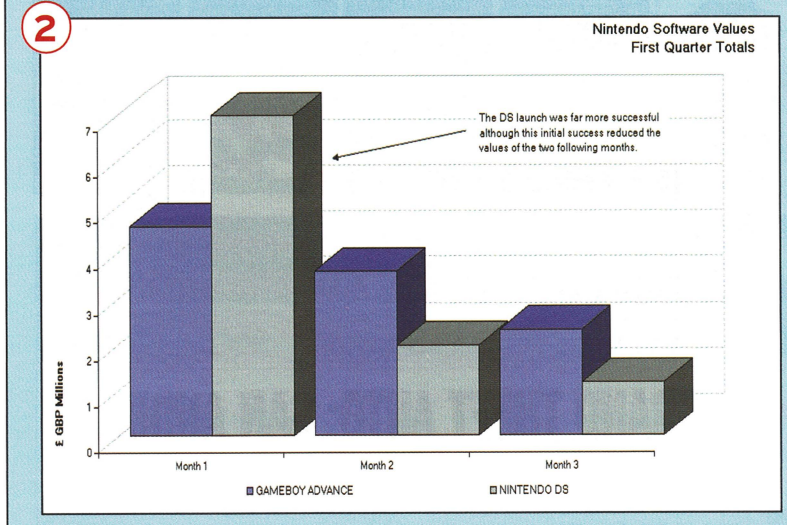
Nevertheless, the marketing strategy did significantly change, with a larger number of retailers either directly encouraged or confident enough to run their own DS advertising campaigns.

Figure three highlights this rapid increase, with over ten per cent more investment from stores themselves surrounding this year's Nintendo platform launch. Overall, the campaign in 2005 saw heightened emphasis on TV, alongside a more diverse display advertising campaign of national, regional and kids' press.

No female-specific press advertising is recorded, though, which is inconsistent with the recent research suggesting women's mobile gaming popularity. This study suggests that mobile phones could be a quiet challenger for portable gaming market share.

Nintendo's marketing strategy for DS saw more emphasis on TV advertising, plus more diverse display advertising in national, regional and kids' press.




2
Nintendo Software Values
First Quarter Totals
The DS launch was far more successful although this initial success reduced the values of the two following months.
£ GBP Millions
0 1 2 3 4 5 6 7
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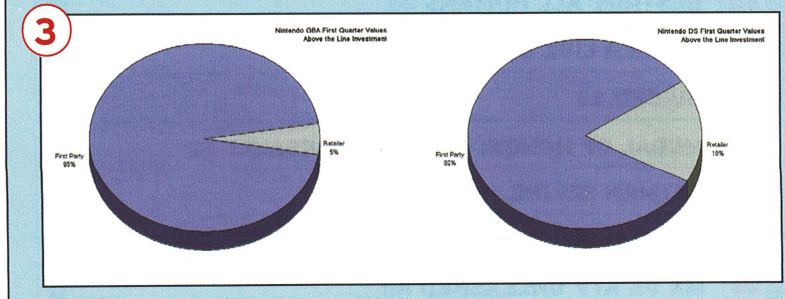

Nintendo DS had 25 per cent more titles available against 15 on the GBA (figure one), with five new publishers supporting the format during its launch period. Indeed, figure two shows that the DS launch was far more successful than GBA, although the initial success reduced the values of the two following months. A larger number of retailers were also encouraged or confident enough to run their own DS advertising campaigns (figure three), with ten per cent more investment from stores themselves.

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ALL FORMATS *Week ending Saturday June 25th*

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		**BATTLEFIELD 2** FORMAT: PC DEVELOPER: DIGITAL ILLUSIONS PUBLISHER: EA	
2	3	**JUICED** PS2	THQ
3	NEW	**TEKKEN 5** PS2	SONY
4	NEW	**MEDAL OF HONOR: EUROPEAN ASSAULT** PS2	EA
5	NEW	**DESTROY ALL HUMANS** PS2	THQ
6	NEW	**GRAND THEFT AUTO: SAN ANDREAS** XBOX	ROCKSTAR
7	NEW	**DESTROY ALL HUMANS** XBOX	THQ
8	6	**DYNASTY WARRIORS 5** PS2	KOEI
9	NEW	**CONKER LIVE & RELOADED** XBOX	MICROSOFT
10	4	**JUICED** XBOX	THQ
11	5	**MEDAL OF HONOR: EUROPEAN ASSAULT** XBOX	EA
12	7	**BATMAN BEGINS** PS2	EA
13	NEW	**ANOTHER CODE: TWO MEMORIES** DS	NINTENDO
14	6	**STAR WARS III: REVENGE OF THE SITH** PS2	LUCASARTS
15	10	**WORLD OF WARCRAFT** PC	VU GAMES
16	NEW	**MX VS ATV UNLEASHED** PS2	THQ
17	15	**PRO EVOLUTION SOCCER 4** PS2	KONAMI
18	8	**AREA 51** PS2	MIDWAY
19	11	**LEGO STAR WARS** PS2	GIANT/EIDOS
20	14	**BATMAN BEGINS** XBOX	EA

1 2 3 4 5

XBOX

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		**GRAND THEFT AUTO: SAN ANDREAS** FORMAT: XBOX DEVELOPER: ROCKSTAR PUBLISHER: ROCKSTAR	
2	NEW	**DESTROY ALL HUMANS** XBOX	THQ
3	NEW	**CONKER LIVE & RELOADED** XBOX	MICROSOFT
4	2	**JUICED** XBOX	THQ
5	3	**MEDAL OF HONOR: EUROPEAN ASSAULT** XBOX	EA
6	4	**BATMAN BEGINS** XBOX	EA
7	7	**AREA 51** XBOX	MIDWAY
8	NEW	**MX VS ATV UNLEASHED** XBOX	EA
9	5	**STAR WARS EPISODE III: REVENGE OF THE SITH** XBOX	LUCASARTS
10	6	**WWE WRESTLEMANIA 21: BECOME A LEGEND** XBOX	THQ

PLAYSTATION 2

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		**JUICED** FORMAT: PS2 DEVELOPER: JUICE GAMES PUBLISHER: THQ	
2	NEW	**TEKKEN 5** PS2	SONY
3	1	**MEDAL OF HONOR: EUROPEAN ASSULT** PS2	EA
4	NEW	**DESTROY ALL HUMANS** PS2	THQ
5	NEW	**DYNASTY WARRIORS** PS2	THQ
6	4	**BATMAN BEGINS** PS2	EA
7	3	**STAR WARS EPISODE III REVENGE OF THE SITH** PS2	LUCASARTS
8	NEW	**MX VS ATV UNLEASHED** PS2	THQ
9	9	**PRO EVOLUTION SOCCER 4** PS2	KONAMI
10	5	**AREA 51** PS2	MIDWAY

GAMECUBE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		**RESIDENT EVIL 4** FORMAT: GC DEVELOPER: CAPCOM PUBLISHER: CAPCOM	
2	4	**MEDAL OF HONOR: EUROPEAN ASSAULT** DS	EA
3	NEW	**STAR FOX: ASSAULT** GC	NINTENDO
4	NEW	**METROID PRIME 2: ECHOES** DS	NINTENDO
5	5	**SUPER MONKEY BALL 2** DS	SEGA

NINTENDO DS

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		**ANOTHER CODE: TWO MEMORIES** FORMAT: DS DEVELOPER: CING INC PUBLISHER: NINTENDO	
2	NEW	**RIDGE RACER** DS	NINTENDO
3	5	**NEED FOR SPEED UNDERGROUND 2** DS	EA
4	1	**YOSHI TOUCH & GO** DS	NINTENDO
5	4	**STAR WARS III: REVENGE OF THE SITH** DS	LUCASARTS

PC

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		**BATTLEFIELD 2** FORMAT: PC DEVELOPER: DIGITAL ILLUSIONS PUBLISHER: EA	
2	2	**WORLD OF WARCRAFT** PC	VU GAMES
3	NEW	**GRAND THEFT AUTO: SAN ANDREAS** PC	ROCKSTAR
4	5	**JUICED** PC	THQ
5	NEW	**MEDAL OF HONOR** PC	EA
6	6	**CHAMPIONSHIP MANGER 5** PC	EIDOS
7	3	**GUILD WARS** PC	NCSOFT
8	NEW	**CSI CRIME SCENE INVESTIGATION** PC	UBISOFT
9	NEW	**VAMPIRE: THE MASQUERADE - BLOODLINES** PC	ACTIVISION
10	NEW	**ROLLERCOASTER TYCOON 3** PC	ATARI

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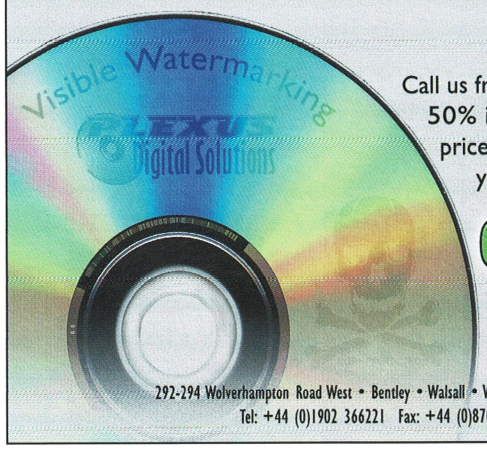

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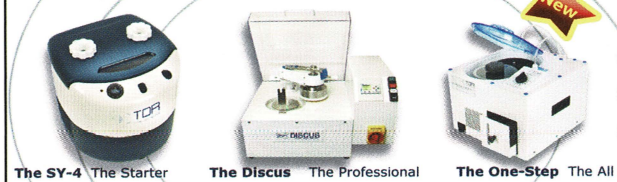

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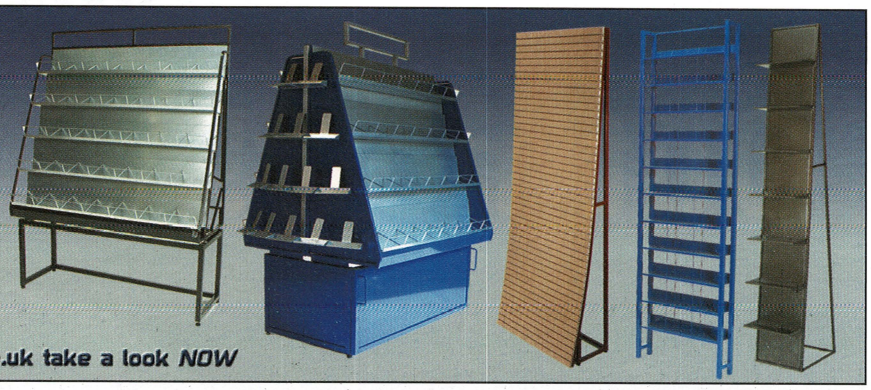

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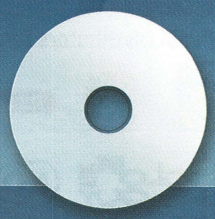

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Davenport Lyons	020 7468 2724
Harbottle & Lewis	020 7667 5000

LOCALISATION

4-Real	+49 69 80 90 88 0
Babel Media	01273 764100
Outsource Media	01423 508500
Partnertrans	01604 497515
Utrax	+31 (0)30 293 2098

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CMCS	020 8308 5000
OK Media	020 7688 6789
Sonopress	0121 502 7825
Technicolor	+352 55 76 11 314
The Producers	01480 496 446

RECRUITMENT

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Datascope	020 7580 6018
Game Options	01382 731 909
OPM	01206 544044

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Candella Software Ltd	020 8445 4197
Distinctive Developments Ltd	0114 281 2208
Game Republic	0113 294 4410
IDIGICON	01302 31 0800
Macrovision	01628 786116
Media Mill	01904 613979
Nikitova	+1 (773) 913-8015
Sumo Digital	0114 275 6760
ZOO Digital Publishing plc	0114 241 3700
ZOOtech Ltd	0114 241 3700

Over 20,000 copies of Sourcebook 2004 are being distributed through the Intent Media magazine portfolio and at shows such as EGN, ECTS and Brand Licensing. All-year branding will also appear in the MCV Directory, plus there is more company information online.

www.mcvuk.com/Sourcebook

MCV EDITORIAL PLANNER

A guide to the special event and sector features appearing in MCV over the next three months, including the introduction of an exclusive UK Games Chart poster for retail and the return of the essential Sourcebook directory...

July 8th
- **OFFICIAL UK GAMES CHART IN-STORE POSTER**
- **SERVICE SECTOR FOCUS: QA & TESTING**

As part of its exclusive deal with ELSPA/ChartTrack, MCV will launch a weekly pull-out All Formats chart for display in-store.
Also, a focus on the increasingly competitive and important area of QA control in an ever more multi-format environment.

July 15th
- **SERVICE SECTOR FOCUS: IN-STORE MARKETING AND SHOPFITTING**

A good looking, well fitted and properly merchandised store attracts more traffic and generates more revenue. Experts offer tips for retailers.

July 22nd
- **INTERNATIONAL DISTRIBUTION GUIDE**
- **SOURCEBOOK 2005**

MCV launches a weekly guide to distribution companies offering services outside of the UK market. Contact Lesley.Blumson@intentmedia.co.uk for inclusion.
Plus the return of the essential Sourcebook directory featuring service companies and outsource solutions.

July 29th
- **ACTIVATE SPECIAL**

As the market enters conference season, MCV puts the focus firmly on Activision's international Activate conference.

ACTIVATE2005
THE POWER OF PARTNERSHIPS

August 5th
- **EIEF SHOW ISSUE**

Directly inserted into every single delegate bag, MCV celebrates the big games event in Edinburgh.

Extra circulation within all Edinburgh delegate bags

August 12th
- **RETAIL PROFIT MAKER: BACK TO SCHOOL & ADULT LEARNING**

Focus on how retail can increase sales with some timely promotion of children's software, plus an update on the all-year opportunities from adult learning titles.

August 19th
- **SONY PSP LAUNCH FOCUS**

As the weeks count down to launch, MCV puts the spotlight on the new PSP and how it will fit into the Q4 plans of retailers and publishers.

August 26th
- **GAMES MARKET EUROPE PREVIEW**
- **GAMES PRESS GUIDE: ABC UPDATE**

Countdown to the big new London trade show at Islington's Business Design Centre, plus new ABCs from the specialist press.

LONDON TRADE SHOW SPECIAL ISSUE

Coverdate: Friday September 2nd — **Published: Wednesday August 31st**

- **GAMES MARKET EUROPE SHOW ISSUE**
- **NINTENDO DS & GAME BOY SPECIAL**

This issue of MCV will actually be published on Wednesday August 31st, the first day of Games Market Europe in London. It will also boast increased, *exclusive* circulation all around the trade show and come with an official guide to Nintendo's trade plans for the high-flying Nintendo DS and evergreen Game Boy.

gme games market europe
31/08 - 01/09 2005
London, Business Design Centre
www.gamesmarketeurope.com

Extra showfloor circulation at Business Design Centre, Islington

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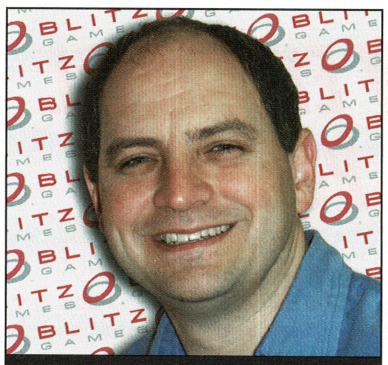


DIRECTOR'S CUT

Name: Philip Oliver
Company: Blitz Games
Job Title: CEO

What's the best advice you've ever been given?
Always be honest – it's a very small industry and what goes around comes around.

Who do you most admire?
Fred Hasson for looking out for the interests of the UK development community.

Highlight of your career so far?
There have been an awful lot of highlights since we started out, but we're too busy looking forward to the highlights that are coming next to spend too much time reminiscing.

Most exciting aspect of your job?
Being able to offer jobs to keen new recruits, but also seeing our long-term staff develop and grow with the firm.

Tell us a secret about yourself.
I only know half the people who claim to know me. If I look vague next time you say hello, you probably know my twin Andrew!

Describe yourself in three words.
I'm not Andrew!

What's the best thing personally or professionally that's happened in your life in the past 12 months?
Being offered the chance to develop *Pac-Man's* 25th anniversary edition – the original game was one of our early inspirations but we never thought when we were 12 that we'd have the chance to work on the game one day.

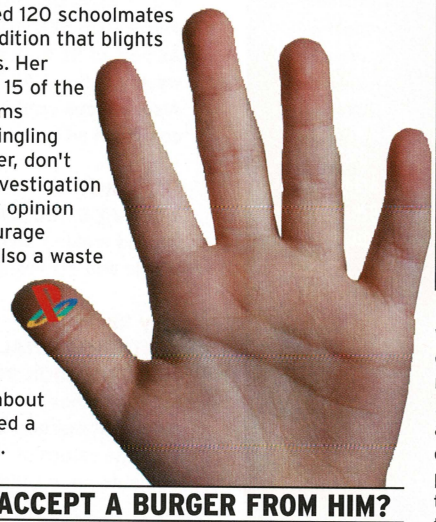
Off The Record

PlayStations encourage violence says small girl. Rubbish, say the makers of a new flame-thrower game...

PLAYSTATION GETS THUMBS DOWN

Durban schoolgirl Safura Abdool Karim became the youngest ever contributor to the *South African Medical Journal* with a study of 'PlayStation thumb'.

Safura interviewed 120 schoolmates about the cruel condition that blights so many young lives. Her survey showed that 15 of the sample had symptoms including redness, tingling and blisters. However, don't mistake the girl's investigation with concern. In her opinion "PlayStations encourage violence. They are also a waste of time." She doesn't even mention how PlayStation thumb can curtail prime wanking years. It's about time someone started a wristband campaign.



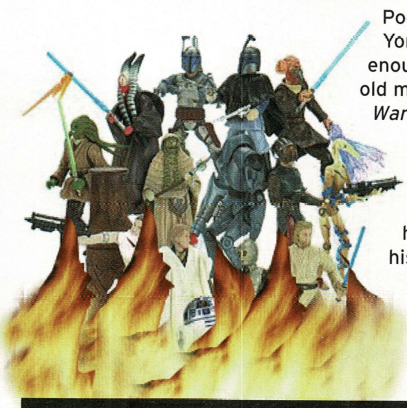
WOULD YOU ACCEPT A BURGER FROM HIM?

During any heatwave in the UK, you can guarantee two things: One, millions of people will seize the chance to sit in their (non air con) cars and queue up for Ikea; Two, men will crowd round BBQs. Here's Adam Hartley of Nice Promotions ready to cook up some 'special stuff'.

SUREFIRE HIT

It's a logical extension of the current craze for changing the way players interact with games. We've had the voice communication, the karaoke mic, the *EyeToy* and the dance mat. Now comes the flame-thrower. With *Dance Dance Immolation* gamers dance a la *Dance Dance Revolution*, but are sprayed with hellfire when they bugger up. It's not dangerous though because you get to put on an 'aluminized proximity suit'. So that's okay then. The game will premiere at the Burning Man 2005 festival. We really hope none of the tattoed, tongue-studded, juggling ball-tossing hippies get hurt.

THE LIGHTNING STRIKES BACK



Poor old Graham Duck of Yorkshire. It was bad enough that this 41 year-old man collected *Star Wars* merchandise when he could have been drinking beer and eating pies, but then a freak lightning bolt had to go and destroy his £20,000 collection, says the BBC. There was one crumb of comfort though. His Ja Ja Binks models were melted to goo.

CONTRIBUTIONS WELCOME...

If you have a funny story, embarrassing picture or details of an event that you would like featured, we want to hear from you. Email OffTheRecord@intentmedia.co.uk

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CIRCULATION STRATEGY

MCV is a weekly trade publication for the interactive entertainment industry. It has an audited average circulation in excess of 11,000.
Our unique circulation strategy has always covered all branch managers of chains such as GAME, Gamestation, Virgin Megastore, HMV and more, whilst also reaching every single central buying department from Amazon to WH Smith. *MCV* is also the only trade publication serving the entire independent retail community and a member of retail trade body NASCR.

CIRCULATION GUARANTEE

PPA ABC *MCV is a member of the Audit Bureau of Circulation and the Periodical Publishers Association.*

Membership of the ABC and PPA provides our advertising partners with confidence in our circulation statements. For the 12 months ending December 31st 2004, *MCV* had an average weekly net circulation of 11,209. *MCV's* circulation is 100 per cent named and zero per cent duplicated.

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Intent Media specialises in trade titles for entertainment and leisure markets. As well as *MCV*, Intent publishes **PC Retail** for retailers and suppliers to the computer trade, **Develop Magazine** for games programmers, producers and artists and *ToyNews* for all sectors of the toy industry.

Intent launched its fifth trade magazine, **Mobile Entertainment**, on Wednesday March 2nd. For more information go to www.mobile-ent.biz

MCV

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